

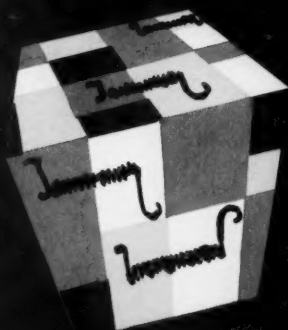
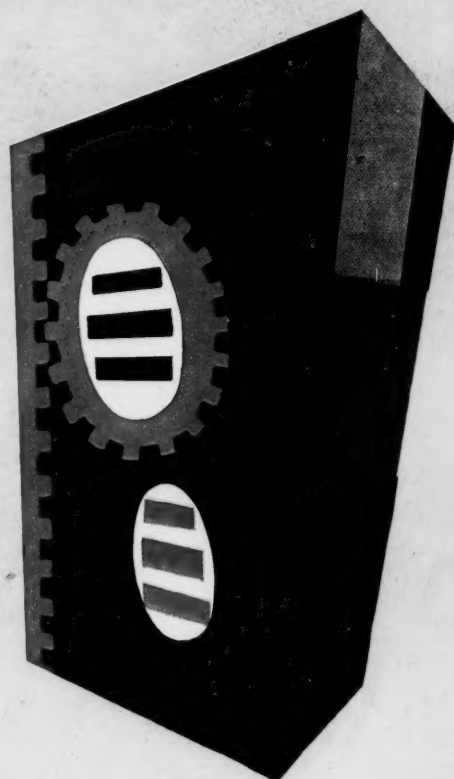
MODERN PACKAGING



DESIGNS MODERNE



with a mathematical
relationship between
colors and a dynamic
symetry ▼ ▼ ▼ ▼



WE specialize in the moderniza-
tion of the established design, in a
step-by-step process. Our service is
complete from idea to the finished
job. Send your old design for ideas



by

BARNES-CROSBY CO.
OF MISSOURI
V.C. HOUSER, PRES.

CHICAGO - 9 N. FRANKLIN ST. [REDACTED]
[REDACTED] 414 N. 12 BLVD, ST. LOUIS

FOR YOUR PACKAGE



All Fingers Point to Protected Packages

IN every store throughout the land—wherever merchandise is sold—millions of consumer-fingers point to packaged products that are safeguarded by protective wrappers.

Experience guides this selection—knowledge that the proper waxed, or parchment paper means a fresh, clean product—one unaffected by foreign odors and contaminating influences.

In meeting this public preference—in assuring the delivery of goods in the same

perfect condition that they leave the factory—many leading manufacturers have turned to the KVP Co. for the most efficient and economical answer to their problem.

You, also, will find, in the manufacturing and service facilities of the world's model paper mill, a protective paper that will exactly meet your specific needs. Our fully-equipped research laboratory is unreservedly placed at your disposal. Today—write for complete details and information.

KALAMAZOO
VEGETABLE PARCHMENT CO.
KALAMAZOO MICHIGAN



MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 3

MARCH, 1930

No. 7

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THE subject of redesigning antiquated packages is one of great interest to all manufacturers employing packages in marketing their products. This issue contains an article outlining the reasons for making a change, method of redesigning and results obtained as told by an executive of the Burgess Battery Co. The packages shown on the front cover are reproduced through the courtesy of the Burgess Battery Company.

AN interview with Arthur S. Allen on the subject of package design will be featured in the April issue. Mr. Allen is an authority on the use and application of color and includes among his work many outstanding and nationally known packages.

BRESKIN & CHARLTON PUBLISHING CORPORATION

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and "Modern Boxmaking"

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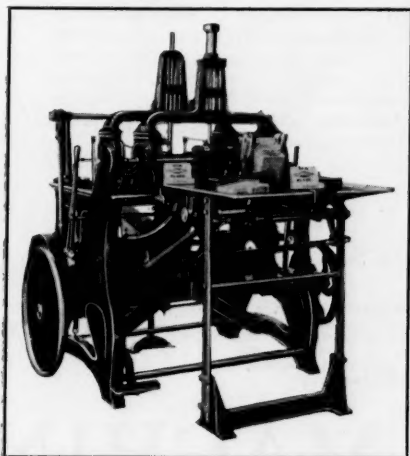
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ANNOUNCING THE BRIGHTWOOD *Seeplain*



The latest
weatherproof "boat"

for candy and many other products. Different styles and sizes may be formed on



*This Is the New Brightwood
Machine*

Its durability and adaptability will help solve your production problems. A sturdy, speedy machine, which easily accommodates product and package changes with utmost efficiency and economy.

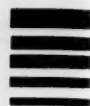
One Brightwood Machine

at speeds up to sixty per minute—
and then sealed in a transparent
wrapper by a co-operating unit.

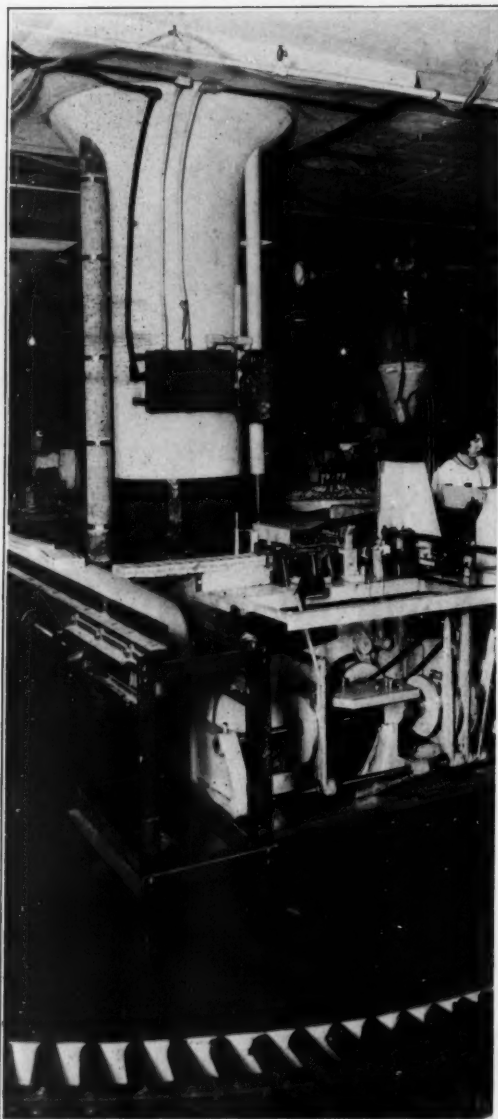
For suggestions, please send us
samples of your merchandise.

**NATIONAL PACKAGING
MACHINERY CO.**

477 Watertown Street, Newtonville
BOSTON, MASS.



REDINGTON



Sets a Standard of **Precision Engineering** *in Packaging Machines*

CONSIDER these standards under which Redington Machines are built. Only the finest materials are used—and there is no skimping. The base is of cast iron in one piece. This eliminates or absorbs practically all vibration and assures exact alignments and precision to an amazing degree. The cams are of cast steel because they outlast cast iron 4 times. Cam levers are also of cast steel because they combine strength and lightness, a necessity in high speed machines.

Only after Redington Engineers are satisfied by repeated tests that every operation is performed with precision is the completed machine shipped.

It is no wonder, then, that Redington Packaging Machines are in efficient operation even after years of continuous service in the factories of America's largest producers of packaged products. Consider such standards when you consider Packaging Machines. Consider Redingtons—"precision engineered."

F. B. REDINGTON CO.
Established 1897

110-112 So. Sangamon St., CHICAGO, ILL.

This photograph shows a section of the factory of E. R. Squibb & Sons at Brooklyn, N. Y., where since 1927 Redington Type 12 Cartoning Machines have packaged Squibb's Dental Cream.

PACKAGING MACHINES



Custom Built for
**Cartoning—Packaging
Labeling—Wrapping**





CONTAINERS that are instantly recognizable as the hallmark of a good "line"... these are the desiderata of all manufacturers. F. N. Burt Company, Ltd., by producing such containers again and again, has come to be known by its product ... containers which are instantly recognizable as perfect ... as Burt creations.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS



PILLS, paint or powder, if the need is for a small, fine box whose distinction is apparent, the merchandising possibilities prominent, Burt is the organization that is capable and efficient—due to 35 years of service—to give you the utmost in package dominance.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS

Prepared and Printed by
Service Department,
"Modern Packaging"



**Headquarters for
ADHESIVES
for almost 50 years.**

What Kind of Glue is Best?

You don't have to accept our claims or the claims of any other adhesive manufacturer. Here is an easy way to get expert, unbiased opinion.

Ask almost any manufacturer of machines for labeling, wrapping or sealing packages.

Most of them will tell you that ARABOL adhesives will produce best results with their equipment. They have all made exhaustive tests with various glues and gums. Naturally, their foremost wish is to have their machines work well. When they recommend ARABOL products you can rest assured they know what they're talking about.

WRITE us about your adhesive requirements. We shall be glad to submit samples or send one of our service men to discuss your adhesive problems.

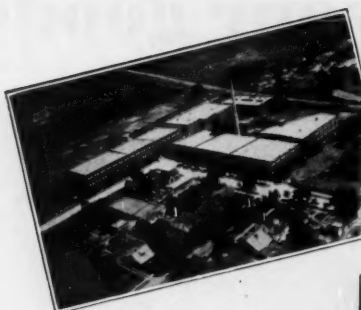
The Arabol Manufacturing Company

Executive Offices: 110 East 42nd St., New York

Eastern Factory at Brooklyn, N. Y.
Western Factory at Cicero, Ill.

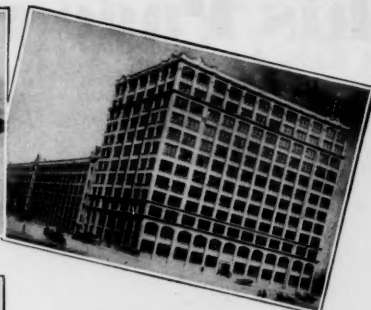
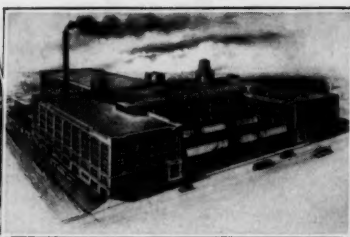
Philadelphia Warehouse
620 S. Delaware Avenue

Boston Warehouse
12 Commercial Wharf



Above—Sefton Box Factory at Anderson, Ind.

Top center illust.—Sefton Box Factory at Chicago, Illinois.



Above—The Sefton Brooklyn Box Factory occupies space in the Bush Terminal Bldg., Brooklyn

Left—Dixon Board Mills, Inc., at Carthage, Ind.

CONTAINER CORPORATION OF AMERICA ACQUIRES SEFTON AND DIXON BOARD MILLS, INC.

THE Container Corporation of America has acquired the Sefton Container Corporation and the Dixon Board Mills, Inc.

The Sefton Container Corporation owns and operates three plants, one in Brooklyn, N. Y., another in Chicago and a third at Anderson, Ind.

The products manufactured in the Brooklyn plant are corrugated fibre boxes and corrugated paper products. The Chicago plant of the Sefton Container Corporation manufactures folding paperboard cartons, paper pails and corrugated fibreboard products, while the Anderson, Ind., plant makes corrugated fibreboard products and folding paperboard boxes, including retail delivery boxes, such as suit and hat boxes, florist boxes, cake boxes, etc.

This acquisition makes our line of paperboard products in the container field more complete and puts us in position to cater to the requirements of our customers in the following lines:

Boxboards for set-up and folding boxes,
Corrugated fibreboard boxes and products,
Solid Fibreboard boxes and products,
Folding cartons in either large or small quantities,
Folding and k. d. retail delivery boxes.
Ice Cream and Oyster Pails and other paper pails.

The Dixon Board Mills, Inc., own a boxboard mill at Carthage, Ind., making test liners, boxboards and straw for corrugating, all of which materials are used in the manufacture of the various commodities of the Container Corporation of America and Sefton Container Corporation.

Both of these companies will immediately be absorbed into and coordinated with the activities of the Container Corporation and the entire personnel of the Sefton Container Corporation will be transferred intact.

We welcome this opportunity to serve a greater clientele in our industry and will spare no efforts to retain and increase, if possible, the reputation for quality and service established by the Sefton Container Corporation with their list of Customers. When you write refer to Dept. 19 for quick service.

CONTAINER CORPORATION OF AMERICA AND MID-WEST BOX COMPANY

111 W. Washington St.



CHICAGO, ILLINOIS

Seven Mills—Fifteen Factories

Capacity 1300 tons per day

METAL CURL

-- an unusually attractive type of paper of the modern sort -- devised by HAMPDEN in a wide range of colorings -- new and different. A flexible surface with brilliance and sheen. Moderate price. Send for samples and working sheets

HAMPDEN GLAZED
PAPER & CARD CO.

HOLYOKE ----- MASS.

Branches in Principal Cities

A FANCY
PAPER BY
HAMPDEN

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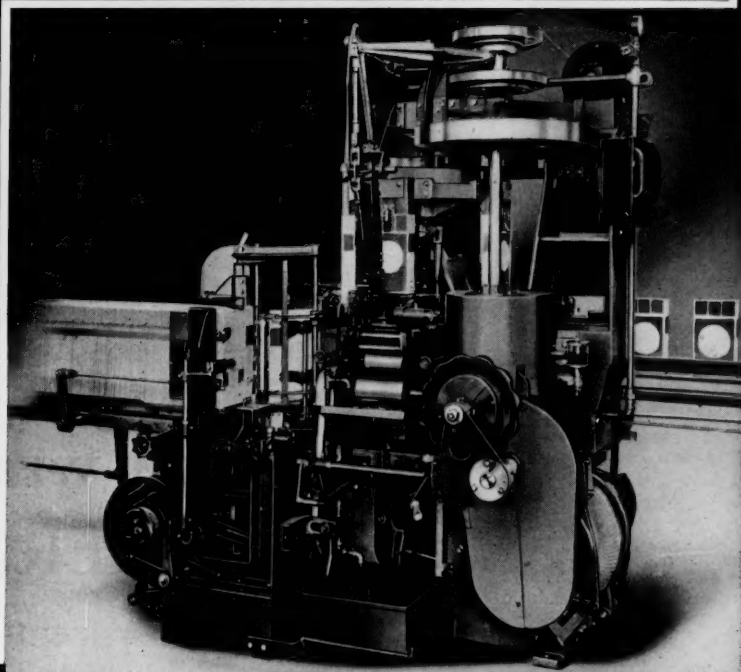
B



M

PROCTER AND GAMBLE · AMERICAN SUGAR
KELLOGG COMPANY *and many other*
Leading American Manufacturers

Use
**PNEUMATIC
BOTTOM SEALING
MACHINES**



**PNEUMATIC SCALE
CORPORATION, LTD.**
Norfolk Downs, Mass.

Branch offices in New
York, 26 Cortland St.;
Chicago, 360 North
Michigan Ave.; San Fran-
cisco, 320 Market St.;
Melbourne, Victoria;
Sydney, N. S. W. and
London, England.

THE consumer judges your product by the condition it is in when he receives it. It may leave the factory clean and fresh, but if it reaches him stale or impure, the manufacturer suffers.

That is why America's leading manufacturers pay particular attention to the bottom sealing of their packages. In the efficiency and thoroughness of this one operation depends the character of a package. If the package is not square and true by bottom sealing under the correct pressure, the subsequent operations are jeopardized. Only through efficient bottom sealing can a manufacturer protect his product, reputation and sales.

The majority of America's leading manufacturers, realizing the importance of this packaging operation, have employed Pneumatic Bottom Sealing Machines. 970 of these machines, a figure which represents the great majority of bottom sealers in operation in this country, are now producing over 18,000,000 packages daily.

The Pneumatic Bottom Sealing Machine is only one part of the complete system of Pneumatic Machines designed to perform every packaging operation. Our engineering department is at your service, without charge, to study problems at your plant. Hundreds of nationally known companies have reduced costs, eliminated complaints as a result of our surveys and recommendations.

**PNEUMATIC SCALE
PACKAGING MACHINERY**



is waxed wrapped in
HAMMERCLEAR

A highly transparent waxed carton-sealing paper that is light, strong, pliable, and very "sealable." Odorless.

Comes in perfect rolls made to fit all automatic wrapping machines.

Send us one of your packages. We will return it wrapped.

Or we will send you free an entire roll of Hammerclear cut to fit your machine.

Hamersley Manufacturing Company

GARFIELD

Established 1877

The Inventors of Wax Paper

NEW JERSEY

WHEN YOU BUY COLLAPSIBLE TUBES CONSIDER THEM FROM THESE SIX DIFFERENT ANGLES ▲ ▲ ▲ ▲ ▲

1. PRICE—The price of Collapsible Tubes of Alcoa Aluminum does not fluctuate. This factor of constant material price permits you to forecast more accurately your cost of production. Sales and advertising budgets for definite periods can be more closely determined.

3. SPEED—Collapsible Tubes of Alcoa are easier to fill. Many products may be packed without clips when Alcoa Aluminum Collapsible Tubes are used. This fact alone, is sufficient recommendation for their use in many cases, since "clipping" quite often represents the "bottle-neck"—the slow-up along the production lines.

5. SOFT TUBES—Caps are unannealed to withstand rough treatment, but tubes are annealed at high temperatures making them soft, pliable and tough and insuring that creams, salves, etc. do not make messy "side-door" exits. The annealing operation also sterilizes the tubes, making them safe to use even in direct contact with food.

2. WEIGHT—The extreme light weight of Alcoa Aluminum Collapsible Tubes permit packing of empty tubes in larger and lighter cartons. They can be handled faster and cheaper. Postage charges on your sample mailings are often cut, by the use of these light, strong tubes.

4. RIGID CAPS—When an Alcoa Aluminum Collapsible Tube is dropped on its cap, the rigidity of the unannealed cap obviates stripping of the neck threads, also distortion of the cap itself. Then too, the natural strength of Alcoa Aluminum insures that the cap does not break. This is a feature that commends itself to consumers.

6. DECORATION—Annealing Alcoa Aluminum Collapsible Tubes softens the tube, sterilizes it, and by burning off all the lubricant prepares the surface to take decoration better and hold it longer. Many tubes are being finished in natural aluminum—an attractive color that is new and distinctive.

ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA



COLLAPSIBLE TUBES OF ALCOA ALUMINUM

OUT OF EVERY GOLDY SEAL



3 HELPERS FOR
YOUR KITCHEN FORCE



2 FOR YOUR
SALES FORCE

Goldy Seals enter your plant ably prepared to go to work with your kitchen force.

Made of Alcoa Aluminum, the light, yet strong metal, they require only the minimum of pressure on top and sides. From this factor springs helper No. 1—*low glass breakage*.

Alcoa Goldy Seals will stand pressure from within and without. They are suitable for vacuum packing, for products packed cold, or for products which are sterilized or cooked after sealing—hence helper No. 2—*sealing ability*.

Alcoa Aluminum is absolutely safe to use even in direct contact with foods—a fact well known to housewives, who cook three times a day in aluminum utensils. Goldy's kitchen helper No. 3 is its *sanitary quality*.

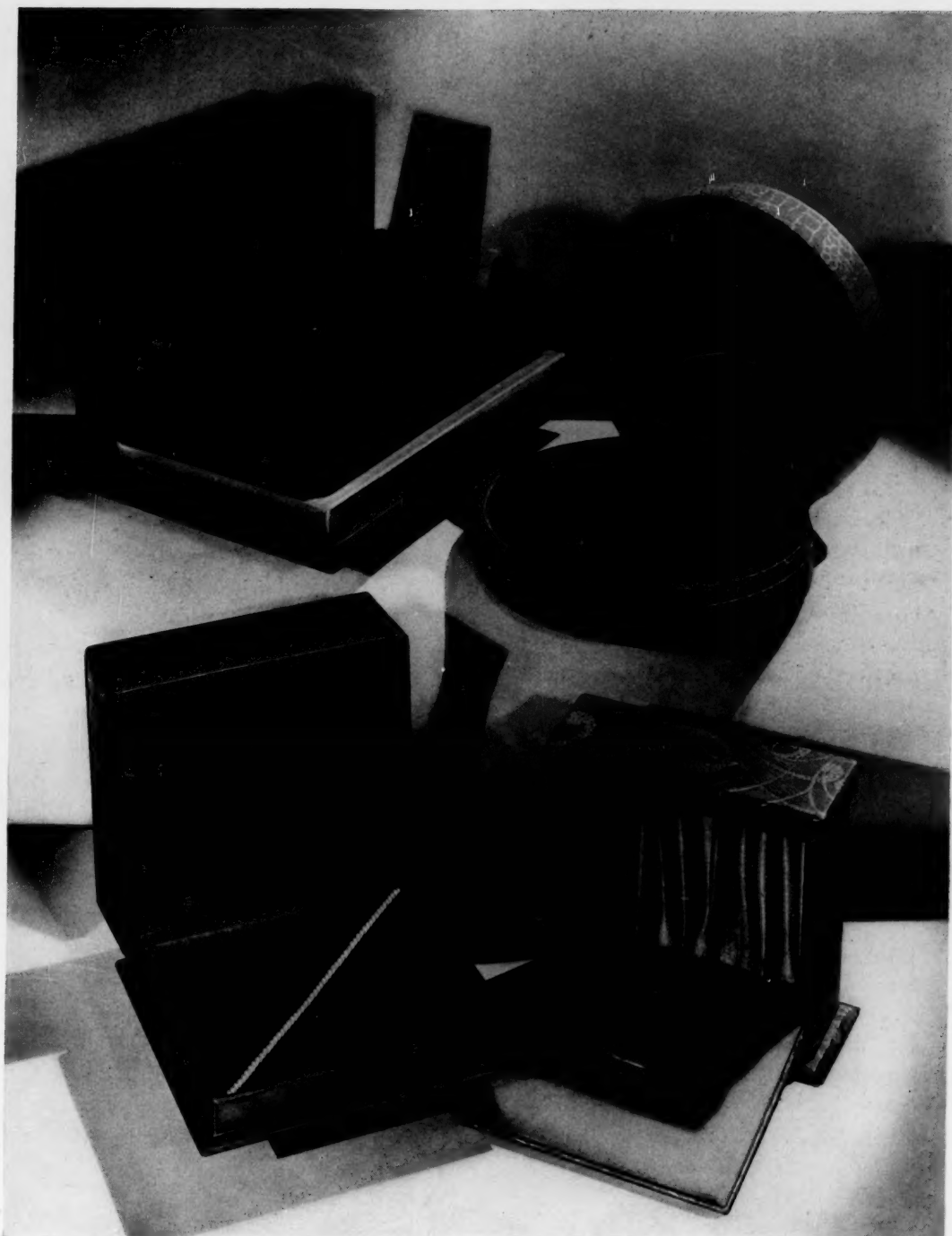
Goldy Seals "dress up" your package, give it the finishing touch that is necessary for a well labeled, well packed glass container. Goldy's sales helper No. 1, *attractive appearance*.

More than one housewife has declared, "There ought to be a law against seals that won't come off". From your stand point, seals that are hard to open slow up repeat business. Enlist the services of Goldy's sales helper No. 2, *easy opening*. This "tear open" seal really does tear open. The top and capsule are made of a grade of Alcoa Aluminum that is readily torn.

A representative from our nearest office will gladly call and explain the unique advantages of Goldy and the other seals made of Alcoa Aluminum; also the high speed economical machines which apply them. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



GOLDY SEALS OF
ALCOA ALUMINUM



Boxes—Courtesy Mason Box Co., Attleboro Falls, Mass.

THE design, color harmony and workmanship of your containers are important, but . . . as in all things of *true quality* . . . grace, refinement and durability are the reflections of what's under the surface. The boxes portrayed are produced from

ROYAL SATIN
Reg. U.S. Pat. Off.

"The Perfect Board for Quality Containers"

THE BUTTERFIELD-BARRY COMPANY

174 Hudson Street, New York, N. Y.

Buffalo Dist:
Maurice W. Simon
Buffalo, N. Y.

New England Dist:
Baird & Bartlett Co.,
Boston, Mass.

March, 1930

11



PUT THEM ALL TOGETHER ..

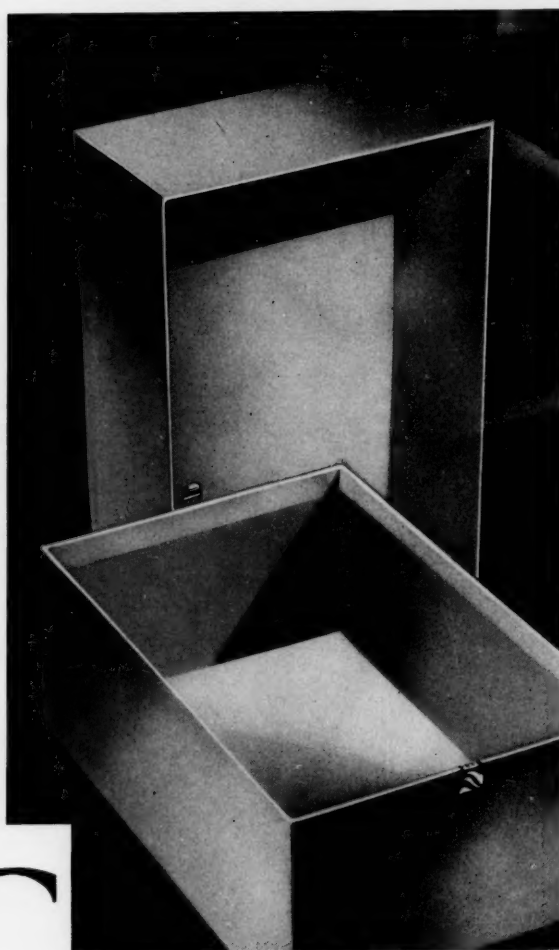
PAPER, board, glue, string, label, cord . . . put them all together . . . a hundred times a day . . . and all they spell is trouble, waste and inefficiency.

How much more efficient is the modern way . . . "Go-Safe" method of packing one carton, once . . . and forever.

And how much more impressive . . . at the other end of the journey . . . will the "Go-Safe" box look . . . in spite of mishandling, fresh as when first shipped . . . something worth looking into.

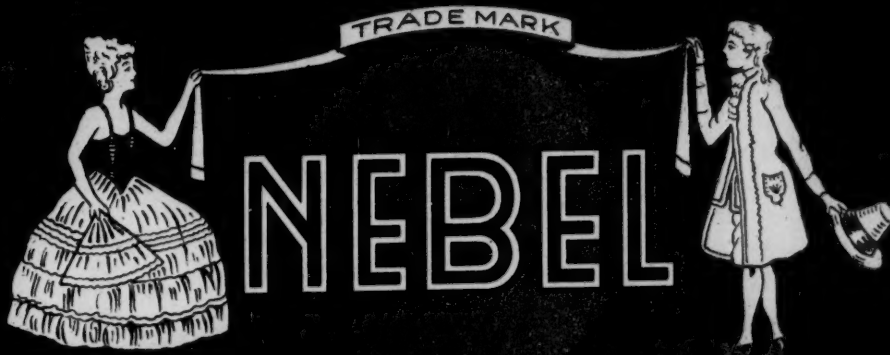
Look into your mailing problem . . . today . . . now, in fact . . . dictate that note . . . and let us solve that packaging question . . . the "Go-Safe" way.

*Makers of Fancy Boxes for
Fifty Years*



YOUNG BROTHERS
PROVIDENCE·RI·

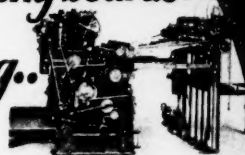
NEBEL



Fashioned Hose



Artists bending over drawing boards..
Giant lithographic presses rumbling..



—and Kaumagraph achieves another unusual package. This time it is the package for Nebel hosiery—in maroon, black and gold.

The same complete packaging service which prompted the manufacturers of Nebel hosiery to bring their box wrap problem to Kaumagraph is available to you. It includes: a creative art staff which has designed many notable box wraps; a lithographic department skilled in turning out distinctive, sales compelling packages; and a service department which cooperates with you as a department of your own business.

It costs nothing to consult Kaumagraph on your packaging needs . . . it may prove a new sales stimulant for your product. There is a Kaumagraph office near you . . . prepared to give you additional information regarding lithography by Kaumagraph.

Kaumagraph Lithographic Service, while specializing in box wraps, includes posters, booklets, labels and all your other lithographic requirements.

KAUMAGRAPH COMPANY

200 Varick Street New York City
Boston . . . Chicago . . . Philadelphia . . . Los Angeles
Charlotte, N.C. . . Chattanooga, Tenn.
Paris, Ont. . . Paris, France
Manchester, Eng.





Ferguson Automatic Container Sealing Machine, installed in the George A. Hormel & Co., Austin, Minnesota, Plant. Producing Cases of Canned Chicken and Ham. Quickly, Efficiently!

QUALITY MACHINERY PRODUCES QUALITY PRODUCTS

Ferguson
Automatic
Machinery

WHETHER you pack in cartons or cans there is at least one machine in the FERGUSON line that will help you produce better finished packages or cans. The quality and appearance of packages is as important as the quality of the contents. FERGUSON machines produce quality packages.

Ferguson machines are designed and constructed to give a long life of service. They make your product look as important as you want it and at the same time, by their unbelievable speed, they save untold labor and expense.

Let a Ferguson Engineer show you what Ferguson Automatic Machinery can do for you! Entire manufacturing plants are put upon a new basis of economy leading to better operating under Ferguson methods.

Raise your profits!
Increase production!
Write for Catalog!

J. L. Ferguson Company
JOLIET - ILLINOIS
ST. LOUIS NEW YORK LOS ANGELES **JFo**

Without obligation
consult a Ferguson
Engineer!

The MONITOR

pays for itself
in increased profits



Monitors "pay their own way" in the plant of the Paper Products Co., Baltimore, Md.

SPEED up production . . . cut upkeep costs . . . slash operating expense . . . make more money with **MONITOR** machines.

With their giant staple-stitch, they turn out strong, trustworthy containers at a lively clip all day long, month after month, without a single hitch or delay.

That's why **MONITORS** are faithful money makers—That's why they merit your immediate investigation. Without obligation, you can avail yourself of the aid, advice and recommendations of Latham engineers. Send for complete details. Write—now!

Latham Machinery Company

1143 Fulton Street, Chicago

NEW YORK, 461 Eighth Avenue

PHILADELPHIA, The Bourse

BOSTON, 531 Atlantic Avenue



If you want to please the *kiddies, use
**PERFECTION
BOX COVERINGS**

that express their own thoughts.

They like color, figures and life-like
expression. We have them for every taste.
Our papers are now being made in 30" rolls,
which give you 4" additional without charge.

*Use our sample service freely
and without obligation*

*the big folks like them too.

ROYAL CARD & PAPER CO.

Manufacturers of Decorative Papers

ELEVENTH AVENUE & 25TH ST., NEW YORK, N. Y.

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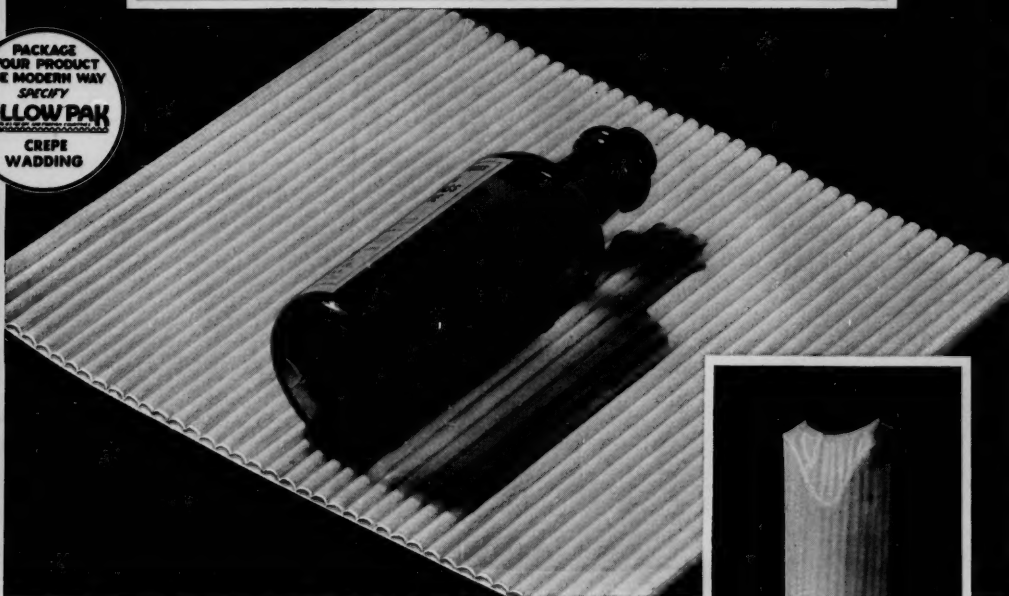
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E. C. PALMER & CO., Houston, Tex.
In Canada: PAPER SALES LTD., Toronto
PAPER SALES LTD., Montreal



T
C

M

Softness of velvet—white, clean, beautiful—highly absorbent—unusual resilience—because cushioned with air—folds any direction without cracking—that's BILLOWPAK!



The modern package must combine Style and Utility

PROTECT and beautify — that's the double function of modern package design.

Here, we believe, is the ultimate in packing materials, combining (1) Protection, (2) Beauty, (3) Economy, (4) Packing Speed.

You can entrust your product to Billowpak — *cushioned with air*. Backed with strong paper (white or kraft) it folds readily in any direction, presenting a de luxe appearance — for all quality products.

Note to Package Designers:

Billowpak is *not* for making boxes or cartons; its utility is as a liner, pad or wrap (protective, decorative), supplementing the box or carton. The absorbency of Billowpak, if ever required, is far in excess of parcel post requirements.

Let us send you a *free* sample, entirely without obligation. Use the convenient coupon. Better still, mail us a sample of your product in present package, and let us suggest practical application of Billowpak.

Free samples furnished without obligation. Use coupon or your letterhead. Ask our help if desired.

BILLOW PAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES
CREPE WADDING

Amazing Protection with Style for

Atomizers	Jewelry
Auto	Lamps
accessories	Leather goods
Airplane parts	Lenses
Beads	Mirrors
Bric-a-brac	Optical goods
Candles	Patent
China	medicines
Cigar lighters	Perfumes
Clocks	Pewter
Compacts	Phonograph
Cosmetics	records
Desk sets	Picture frames
Door	Radio tubes
hardware	Scientific
Drugs	products
Electric	Silverware
appliances	Soap
Food products	Toilet articles
Glassware	Vanity cases
Ink	Watches

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home } 8 S. Michigan Ave., Chicago, Ill.
office or sales }
office at } 122 East 42nd St., New York City

☐ Please send sample of Billowpak Crepe Wadding

Name.....

Address.....

Attention.....

Our Product is.....

☐ Sample of our product is being shipped to you separately. M. P. 3

Those who sell sunshine
and health must look care-
fully to the packaging + +



How to preserve the purity and luscious freshness of sun-ripened dates from the gardens of the Orient? Hills Brothers found the answer, as so many other packers and manufacturers of Food Products have done, in Riegel's Waxed Glassine—Transparent, Moisture-proof and Grease-proof; the final touch for an attractive, protected package.

See for yourself—drop a line today for our portfolio of samples—no obligation.

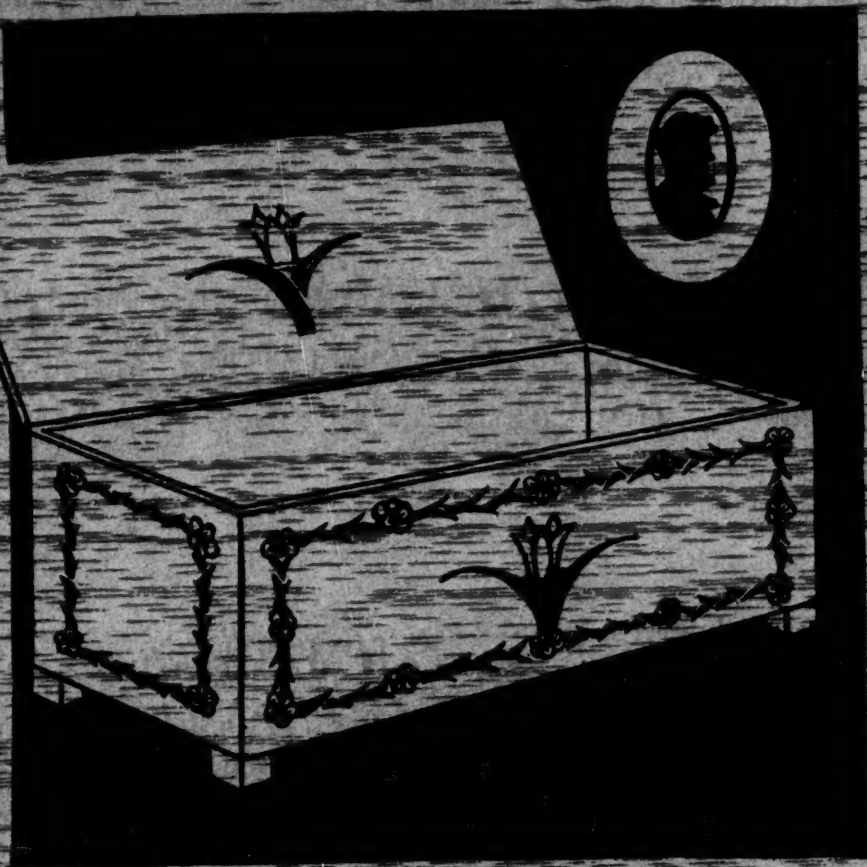
RIEDEL'S WAXED

Jewel Brand

MADE BY

THE WARREN
MANUFACTURING
COMPANY

342 Madison Avenue, New York, N. Y.
Chicago: 111 W. Washington St.



AN OLD IDEA OF OURS ~ SELLING NEW IDEAS

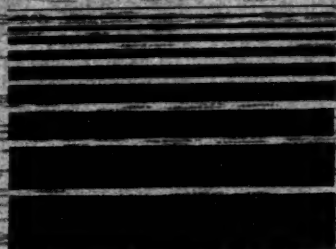
in box coverings ~ to crystalize the admiration ~ to
make poignant the curiosity that develops into sales.

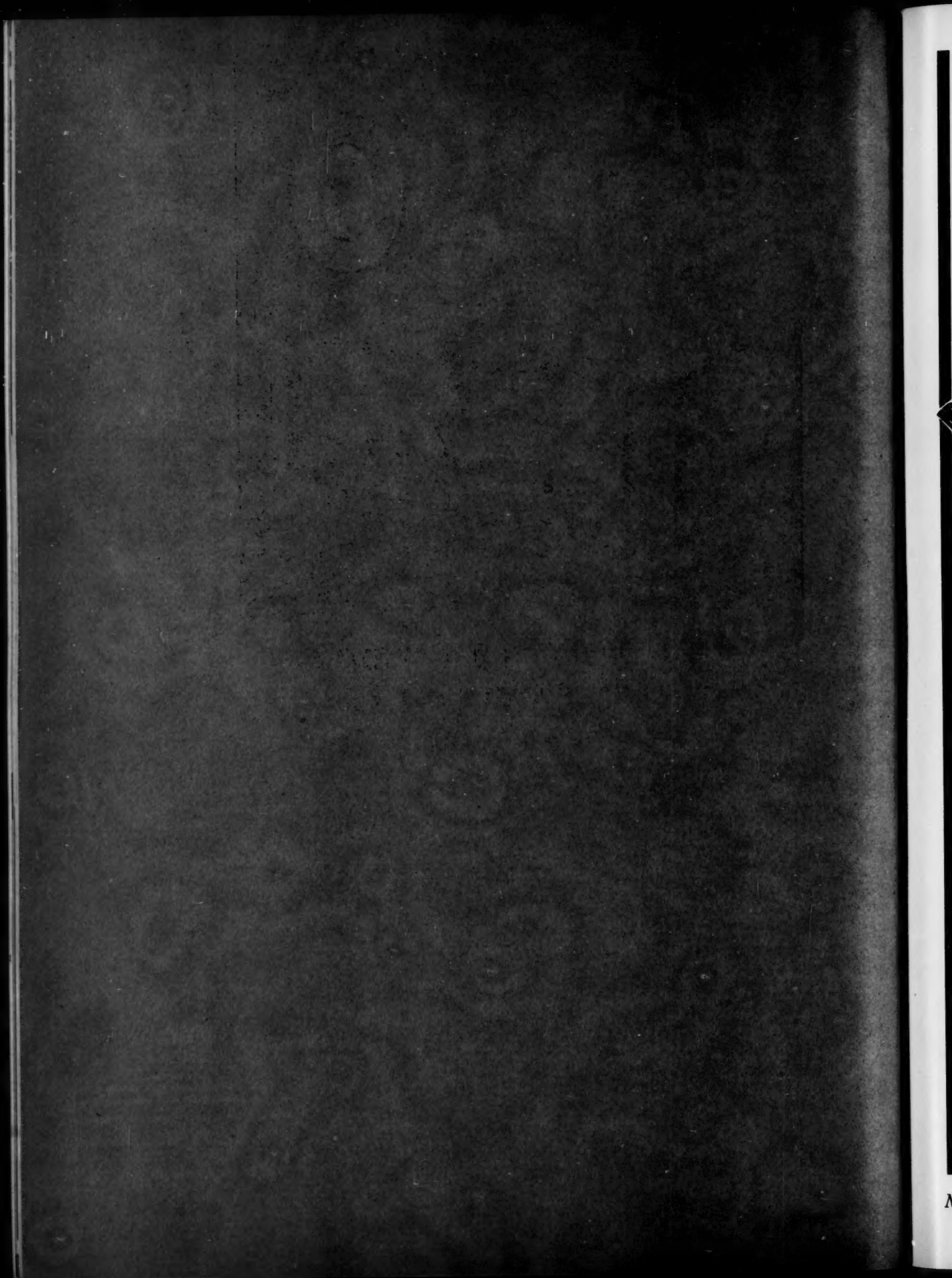
English Cover W-905 (illustrated) carries a message
of old time simplicity and sturdiness ~ what more,
is attuned to the quality of your own product.

WHITING-PATTERSON Co., Inc.

386 FOURTH AVENUE, NEW YORK

BOSTON ~ PHILADELPHIA ~ CHICAGO ~ MINNEAPOLIS
ST. PAUL ~ SAN FRANCISCO ~ SEATTLE







COLTON TUBE FILLERS

**CHOICE OF
AMERICAN
INDUSTRY**

AT the L. D. Caulk plant Colton Tube Fillers are starting a lifetime of service. Twenty years from now . . . and later . . . Colton Tube Fillers will still be in use in the Caulk and dozens of other plants. High speed work that is perfect in every detail, from first fill to final ejection . . . perfect year in and year out . . . such performance explains why Colton Fillers are being used by an ever-increasing number of collapsible tube users . . . and why Colton Fillers are used for a lifetime of service . . . a lifetime built into the machine.

Caulk's Mer Dentifrice is one of the many tooth pastes, cold creams and other products packed in collapsible tubes by Colton Fillers. Your product can be handled as advantageously as all these others. Let us show you how.

Arthur Colton Company
2604 East Jefferson Ave.
Detroit, Mich.

CARTONS



Service—Quality Originality

THE Chicago Carton Company for over twenty years has supplied cartons to leading manufacturers in every line of industry.

These years of experience have built for us a reputation for service—quality—originality.

We manufacture plain and printed folding paper cartons made from all grades of box boards, plain or treated with silicate and paraffin. We also manufacture laminated boards of every description including asphalted and glassine lined which give the maximum resistance to grease and moisture.

Millions of our cartons are being used successfully on all types of packaging machinery and we are continually designing display boxes and other special styles of cartons to meet our customers' requirements.

Send us your inquiries. Give us an opportunity to show you what we can do.

CHICAGO CARTON COMPANY

4411 OGDEN AVE.

CHICAGO, ILLINOIS



Stamped by Peerless Roll Latf Co.

CHARM HOLDS THE EYE—

With *PAPERGLAS!*

Clothes make the man. . .and wraps make the package . . .for your products look only as good as its outer coat. Choose that coat wisely by choosing one of the beautiful and practical patterns in the *Paperglas* line.

A *Paperglas-ed* package arrests the roving eye—holds it! It whets the desire for possession. . .increases sales. . .and resales. It doubles the visibility of your package. . .makes it easy to see. . .and to buy.

Paperglas is strong and economical, greaseproof and greaseless, moistureproof and transparent. It takes any form of printing, stamping or embossing.

A *Paperglas-ed* package stands out above the average product. Let us assist you in protecting and beautifying your package.

WESTFIELD RIVER PAPER CO. INC.
RUSSELL, MASS., U. S. A.

New York Sales Office
501 Fifth Avenue



Designed by Thomas Hill Lamb Co.

CHARM HOLDS THE EYE — With PAPERGLASS!

Clothes make the man. . . and wraps make the package. . . for your products look only as good as its outer coat. Choose that coat wisely by choosing one of the beautiful and practical patterns in the Paperglass line.

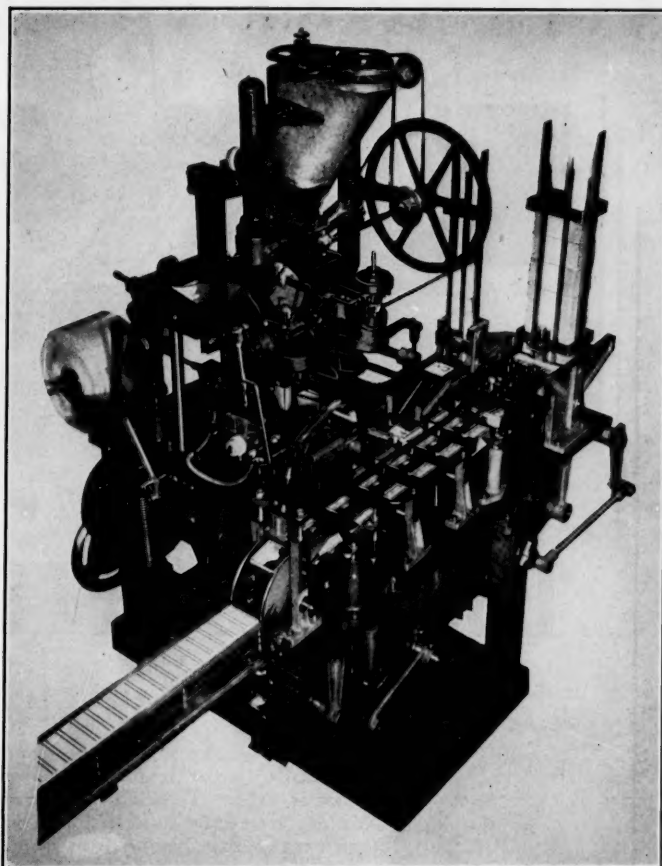
A Paperglass-ed package arrests the roving eye—holds it! It whets the desire for possession. . . increases sales. . . and resales. It doubles the visibility of your package. . . makes it easy to see. . . and to buy.

Paperglass is strong and economical, greaseproof and greaseless, moistureproof and transparent. It takes any form of printing, stamping or embossing.

A Paperglass-ed package stands out above the average product. Let us assist you in protecting and beautifying your package.

New York Sales Office
501 Fifth Avenue

WESTFIELD RIVER PAPER CO. INC.
RUSSELL, MASS., U. S. A.



JUDGE THIS MACHINE BY THE PRODUCTS IT PACKS

**THE NEW ANDERSON
FREE FLOWING and NON-FREE FLOWING PACKAGER**
..... *with the Samwayer Scale*

THE Anderson Satchel Bag Packaging Machine is now weighing and packaging the products shown above and others also the leaders in their fields, at a rate of twenty to twenty-eight packages per minute. One operator does the work of eight hand workers. In a space five by eight feet it forms, fills and seals ten to twelve thousand complete packages per day. Write for full details.



The Perfect Package

E. D. ANDERSON, INC.

15 Park Place

New York City

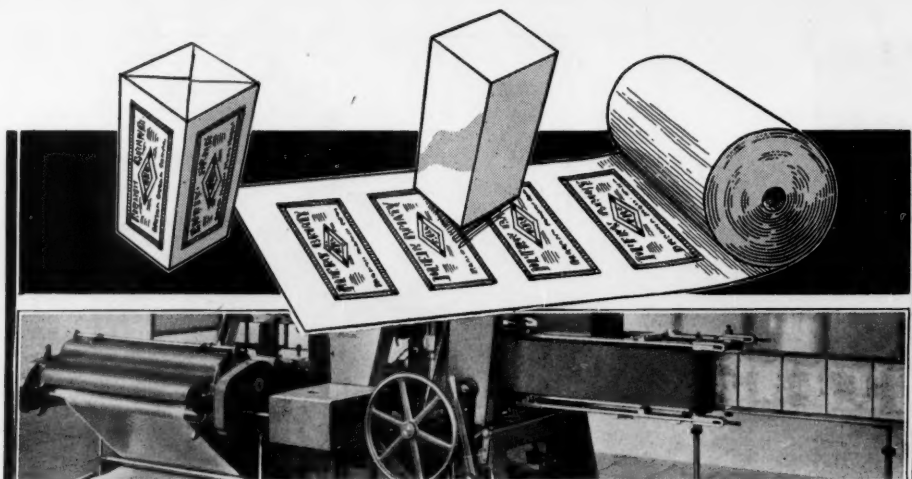
E. D. Anderson, Inc.
15 Park Place, New York

Please send us full information
about the new Anderson Satchel
Bag Packaging Machine.

Name _____

City _____

State _____ Product _____



The Johnson Printed Roll Wax Wrapper has
RIPPED THE VEIL
From Wax Protected Packages

Handsome packages until now have peeped at the public through semi-transparent wax paper—like a veiled Turkish woman from the past. Nobody wanted this. But the protection of airtight wax wrapping was needed by the product, so the lustre of three- and four-color printed cartons stood modestly disguised.

Printed wax paper, cut from continuous rolls, wrapped on plain chip board cartons. All printed panels on six sides accurately registered.

With last month's announcement, a new Johnson machine brought wax wrapping and colorful advertising display together in a new and more handsome package. The identity of your product can now be strengthened by added sales appeal at an actual saving in cost. Naturally the packages that are among the first to put on this new and brilliant dress will gain an extra advantage. You'd like to hear the details? Send the convenient coupon below.

"Spot wrapping" at last—fully automatic—on high speed machines. They said it couldn't be done. Protection plus color at lower cost.

JOHNSON AUTOMATIC SEALER CO., BATTLE CREEK, MICH.

(Subsidiary of Battle Creek Wrapping Machine Co., Battle Creek, Mich.)

Room 311,
30 Church St.
New York, N. Y.

C. S. duMont, Windsor House, Victoria St.
Westminster, S. W. 1.
London, England

Builders Bldg.
228 No. LaSalle St.
Chicago, Ill.

(Tear off here)

JOHNSON AUTOMATIC SEALER CO., Battle Creek, Mich.

Please send me a description of your new Printed Roll Wax Wrapper. Or (check here) ☐ have a representative call with figures indicating the saving in packaging costs.

Name.....

Address.....

City.....State.....

(MP 3-30)



A SNAP for the SNAP-LITE



BURGESS SNAP-LITE DISPLAY CONTAINERS

Lithographed By

THE FORBES LITHOGRAPH MANUFACTURING CO.

NEW YORK
PHILADELPHIA

Boston
DETROIT

CHICAGO
ROCHESTER

Burgess Battery Adopts Forbes Lithographed Indoor Advertising

THE BURGESS SNAP-LITE has brought the pocket flash up to date . . . modern in design . . . colorful and appealing . . . it sells by the millions.

What could be more natural than for Burgess to choose Forbes for the creation of their indoor advertising. Modernism equal in quality . . . color appeal of the highest merit . . . surely the display must come up to the high standard set by the product.

The display is worthy of the product . . . Forbes lithography has given a rainbow of color to the newest of flashlights. The store advertising of Burgess Snap-Lites will pull . . . will draw the eye to the very quality that distinguishes the Snap-Lite from the flashlight.

A silent salesman which will be used by dealer and customer . . . one which will pull . . . that is store advertising as Forbes prepares it.

+

THE FORBES LITHOGRAPH MFG. CO.

NEW YORK
PHILADELPHIA

Boston
DETROIT

CHICAGO
ROCHESTER

Posters—Window Displays—Hangers—Show Cards—Calendars
Booklets—Folders—Cartons—Labels—Stationery
Offset Lithography and Type Printing

SMITHFIELD'S PURE FOOD COMPANY
HILTON, NEW YORK

August 1, 1929.

HAROLD D. DESHON
VICE-PRESIDENT AND TREASURER

Exact Weight Scale Co.,
Columbus, Ohio.

Gentlemen:

We are enclosing our check for \$265.00 for the two #404 "EXACT WEIGHT" Scales.

We have been using these scales throughout our Cherry pack this year, and we want to go right on record as saying that we would not think of going into another season without these Scales.

They have been most satisfactory, and while at first the cost may have seemed high, we know that the Scales have paid for themselves many times over this first season.

Our operators have had no difficulty in keeping the production going. We have been putting through an average of 12,000 #10 cans of Cherries a day, weighing each can. We know that with the old method of weighing, our operators were putting anywhere from 2 to 8 ounces extra weight in each can. Taking an average of 4 ounces per can, it meant 48,000 ounces or 3000 pounds of pitted fruit, which is the equivalent of 4000 pounds of fresh fruit, and at 7¢ per pound, this would show a saving of \$280.00 per day.

We do not believe any Cherry packer can afford to be without these Scales.

Yours very truly,

SMITHFIELD'S PURE FOOD CO. INC.

HAROLD D. DESHON
Treasurer

HDD:C
Enc. Check.



EXACT WEIGHT ANY LEVEL

**A Saving of \$280
per day speaks
for itself**

THE EXACT WEIGHT SCALE CO.

1203 W. 5th Avenue

COLUMBUS, OHIO, U.S.A.

Makers of Scales for every industrial need



Canadian Representatives

W. & T. AVERY, Ltd.

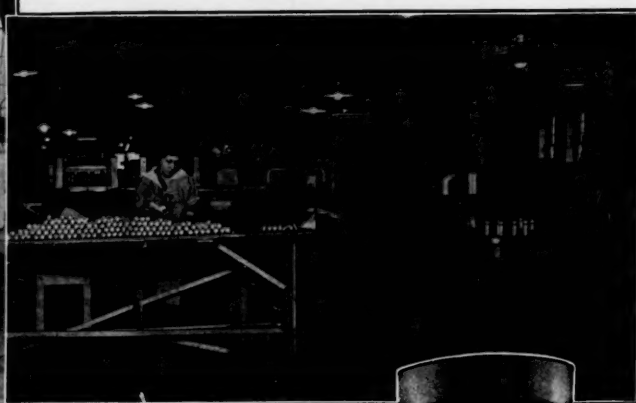
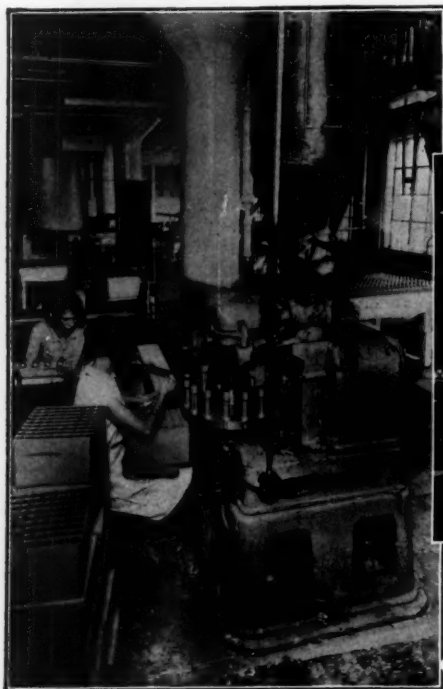
Toronto

Montreal

One patented feature alone saves the one operator's wages ...

and there are a dozen more advantages ...

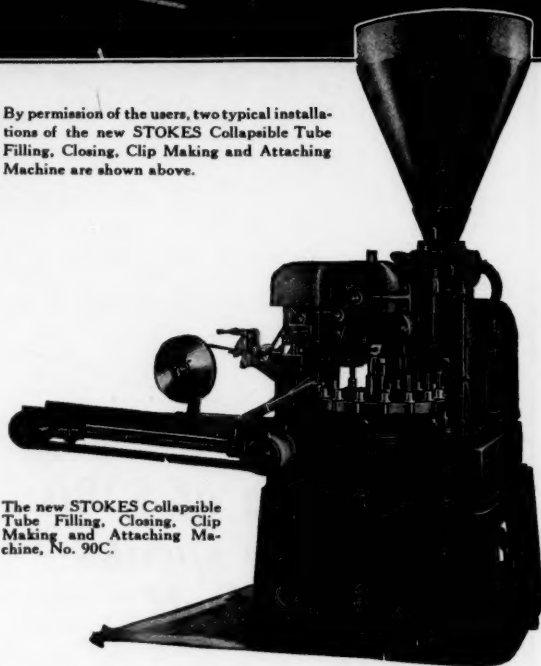
in the latest model STOKES Collapsible Tube Filling, Closing, Clip Making and Attaching Machine



By permission of the users, two typical installations of the new STOKES Collapsible Tube Filling, Closing, Clip Making and Attaching Machine are shown above.

This new and modern machine—illustrated at work in two large plants—is versatile and economical. A development of over 20 years' experience in building this type of equipment, it fills semi-liquid and paste products into tubes of any size up to $1\frac{1}{2}$ " x 7". One operator only is needed. The patented clip forming attachment—which completely makes its own clips from a roll of metal ribbon—usually saves enough to pay the one operator's wages.

From 35 to 50 tubes per minute are handled. A "no tube—no fill" control prevents spillage. Tubes are accurately and cleanly filled. Adjustments are simple. Machine is compact. Motor is housed in base.



The new STOKES Collapsible Tube Filling, Closing, Clip Making and Attaching Machine, No. 90C.

Write for special folder describing complete line of STOKES Tube Filling Equipment



FJS STOKES MACHINE COMPANY

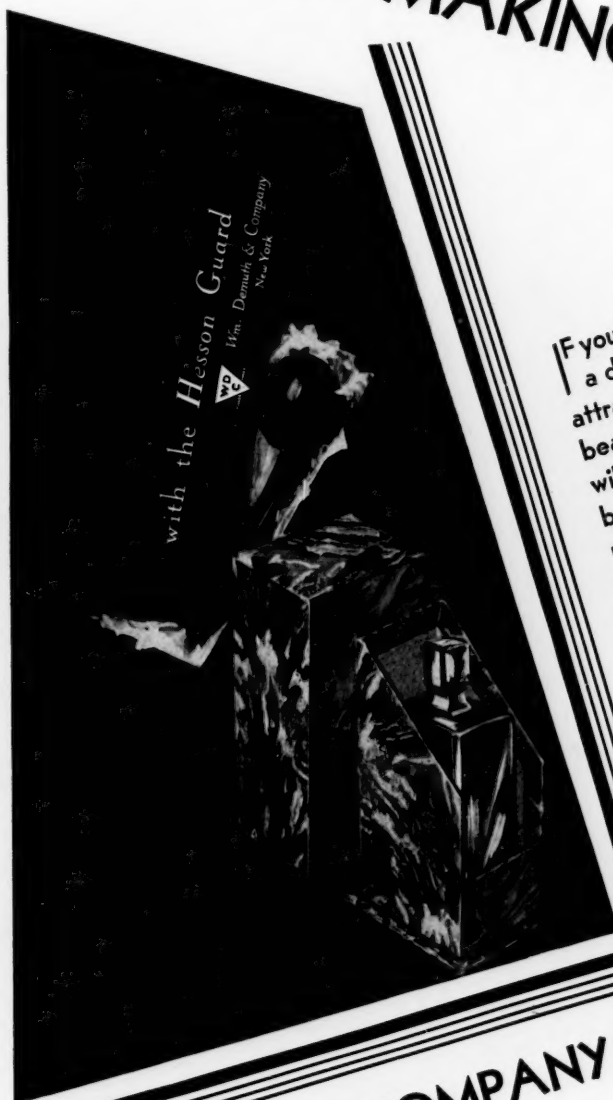
Filling Equipment since 1895

5970 Tabor Road, Olney P. O.

Philadelphia, Pa.



MONEY MAKING FANCY BOXES



If you have a prosaic looking product a distinctive fancy box will make it attractive. If your merchandise is beautiful the right type of fancy box will give it its proper setting. Fancy boxes establish the display position of merchandise in the retail store, they increase sales by increasing sales interest. For years we have been designing and making boxes which have that attention-compelling quality so necessary in modern marketing. We like nothing better than an opportunity to show what we can do for a product. May we show what we can do for you?

MASON BOX COMPANY
Established 1891
ATTLEBORO FALLS, MASS.

CHICAGO OFFICE
55 East Washington Street

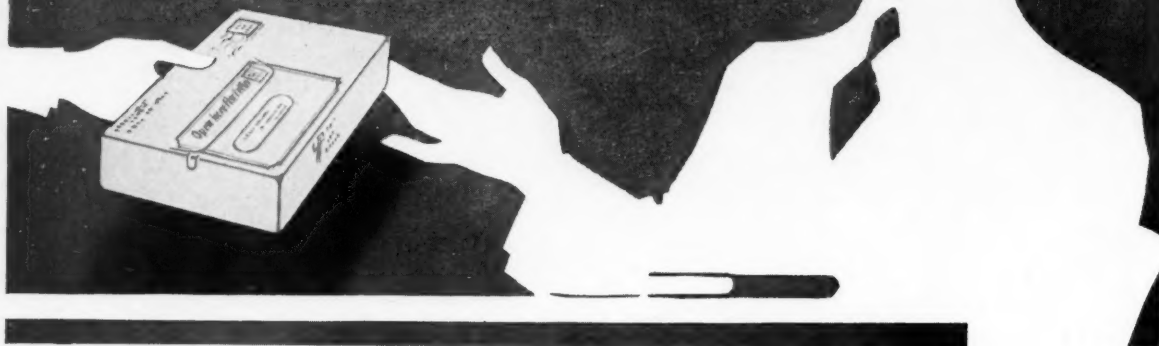
NEW YORK OFFICE
175 Fifth Avenue

PROVIDENCE (R. I.) FACTORY
69 Sprague Street

"Royal Satin" Board
Used Exclusively on
Mason Quality
Boxes.

"A NATIONAL SERVICE TO THOSE WHO SHIP BY MAIL"

*Letter and Merchandise
ride together
in one box...*



.... You can always count on a favorable reception for the Mason Letter Box. Your customer has your message at the time he needs and wants it...when the merchandise is before him!

.... The Mason Letter Box is only one of the largest family of special mail and novelty

display containers manufactured by one organization. There are **Mason Modern Mailers** for practically every postal shipping need, and each is built to give the utmost in protection and appearance with least packing effort and expense. We'd like to send you the new revised catalog, prices, samples.

The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Rooms,
Flatiron Building

The Mason Modern Letter Box





INTERNATIONAL ADVERTISING ART G E B R A U C H S G R A P H I K

INTERNATIONAL ADVERTISING ART, published in Berlin, Germany, presents in the twelve numbers issued during the year the best that is being done in advertising art in Germany, France, Italy, England, Austria, Japan, United States, and other countries. The text is in German and English.

The infinite variety of subjects presented includes all branches of industry and commerce: men's and women's wear, household articles, foods, beverages, raw materials, automobiles, machinery, toilet articles, tobacco, sporting goods, travel, etc., etc. Considerable space is given to the display of good examples of typography and commercial photography.

"International Advertising Art" has already proved a rich source of inspiration to those who are engaged in solving advertising problems. There are about 2000 excellent illustrations—black and white and in full color—during the year. Have these records of the latest developments in advertising art come to you automatically every month, and send in your subscription for 1930 now, so that we could start you with the January number. Price by the year—\$16.00; single issues—\$1.50.

If you refer to this advertisement, we shall send you, in addition to your subscription, three back numbers without extra charge; this introductory offer will be good as long as the supply will last. Send your order with remittance to The Book Service Company, Desk MP, 15 East 40th Street, New York City.

Lower Production Costs

The Hecker H-O Company of Buffalo, New York, one of the largest manufacturers of cereals in the country, after careful investigation of the various methods of sealing paper shipping cases, finally installed Standard Sealing Equipment Corporation's automatic units for this purpose. Their reason for so doing was because of the absolute necessity of 100% automatic performance.

Stop and think of the confusion that would occur by even a temporary tie-up of one of these sealing machines. With their enormous production, the accumulation of unsealed boxes even in a short time, would be so great as to be unmanageable and would, therefore, cause a shut-down further back in the line which would mean a serious curtailment of production. Standard Sealers are 100% automatic.

STANDARD SEALING EQUIPMENT CORPORATION

Rawson Street and Queens Blvd., LONG ISLAND CITY, N. Y.
CHICAGO, ILL.—208 West Washington Street

On the Pacific Coast:

MAILER SEARLES, Inc.
135 Fremont St., San Francisco, Cal.

JOHN F. WILLARD & SON
335 East 4th St., Los Angeles, Cal.

MAILER SEARLES, INC.
909 Western Ave., Seattle, Wash.

England:

G. S. DuMont, Windsor House, Victoria Street,
London, S. W. I., England



The accompanying illustration shows three of our sealers in the Hecker H-O Plant.

**Write our
Engineering
Department**

STANDARD
Full Automatic Container Sealers
Increases Plant Profits



BURGESS CALLED CLARK

AND CLARK BROUGHT PRECISION

The lithographed tin case of the Burgess Snaplite had to be superlatively good . . . good to look at . . . well constructed . . . lasting . . . wearing. A refinement of detail was demanded which called for the utmost of precision. Registry of colors to a degree beyond challenge was specified. The work was to be done within the closest limits demanding the maintenance of internal dimensions and external appearance.

The J. L. Clark Manufacturing Company was commissioned to produce the case. It was Clark's photographic process of making transfer plates which solved the problem of design registration, Clark's ability to plan and create the finest precision tools and equipment which made possible to produce the cases to meet exact specifications.

The result . . . a Snaplite that *is* superlatively good.

Clark can do as much for your product. May we tell you more about how . . . and what?

J. L. CLARK MANUFACTURING COMPANY

... PLAIN AND DECORATED ...

TIN BOXES AND CANS

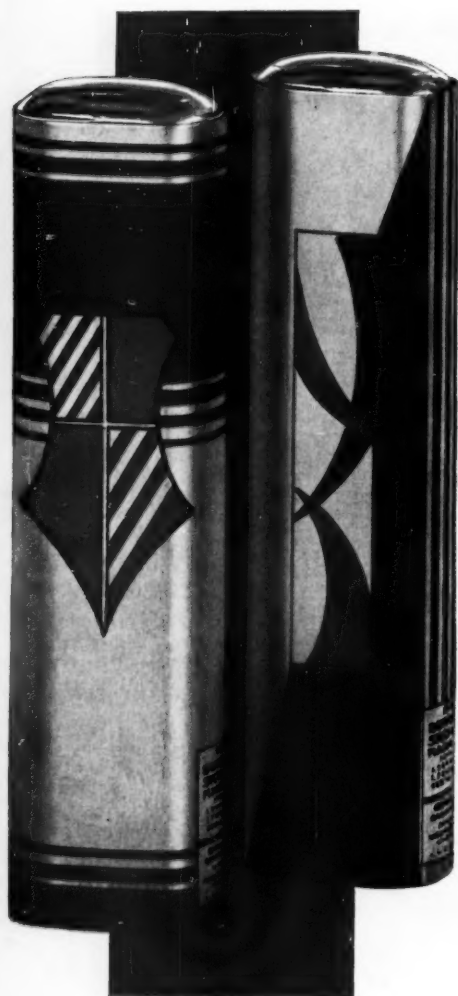
ROCKFORD, ILL.



BURGESS

CALLED

CLARK



Burgess Battery had an improvement on the pocket flashlight... a startling new mechanism which relegated all past models to the limbo of outmoded devices. It was to be presented to the public on every counter... sold by the millions... year after year.

It had to be colorful... bright... attractive. Yet it had to wear... in milady's purse next to her lipstick... in "Junior's" muddy hands... in the tool-kit of the car, next to the grease-gun.

Burgess called Clark! The story is told.

Burgess Battery now has the most impressive flashlight ever made... the most serviceable... packaged by Clark.

J. L. CLARK MANUFACTURING COMPANY

...PLAIN AND DECORATED...

TIN BOXES AND CANS

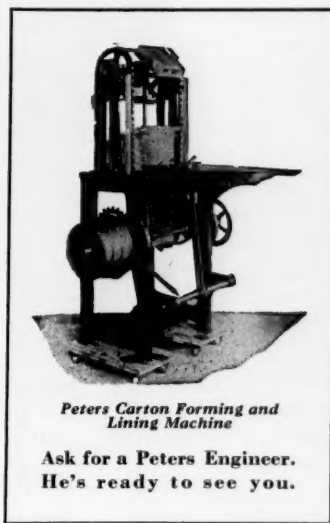
ROCKFORD, ILL.

Prepared and Printed by
Service Department,
"Modern Packaging"



Waiting for orders to turn up?

Of course not. You're going out and getting them. Then why wait for new methods to force themselves upon you? The Peters method of carton making will eventually enter your production plans. The sooner you become acquainted with it the sooner will you find orders and more orders turning up . . . each with a larger profit attached than ever before. Others have looked into the Peters' method and profited thereby. Will you? Today?



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



SPEED UP YOUR SALES... ***by modern packaging***



**"IT'S
BETTER
PACKED
IN TIN"**

Too often the sales value of the package is overlooked in the planning of sales campaigns. A new package—strong in utility values—and with improved and attractive appearance, has always resulted in increased sales. Investigate the many different styles of *Containers* by *Continental*—discuss your problems with the Continental Representatives—specialists in "Packaging To Sell."

CONTINENTAL CAN COMPANY, INC.

Executive Offices: NEW YORK: 100 E. 42nd Street

CHICAGO: 111 W. Washington Street

SAN FRANCISCO: 155 Montgomery Street

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1930.

VOLUME THREE
NUMBER SEVEN

NEW YORK, *March*, 1930

\$3.00 FOR THE YEAR
35 CENTS A COPY

We Interview Helen Dryden on Packages

And Learn That Beauty Is of Paramount Importance in Appealing to a Feminine Market

TO those who are familiar with Miss Dryden's illustrations it is unnecessary to explain that there are few artists of this generation more devoted to the cult of loveliness. Her work, whether it has been magazine covers, fashion illustrations or portraits of beautiful women, has always been characterized by her own innate devotion to beauty and color. In the world of illustrators and publishers her name has become a symbol of a type of illustration which, for the lack of a better word, is most frequently called beautiful.

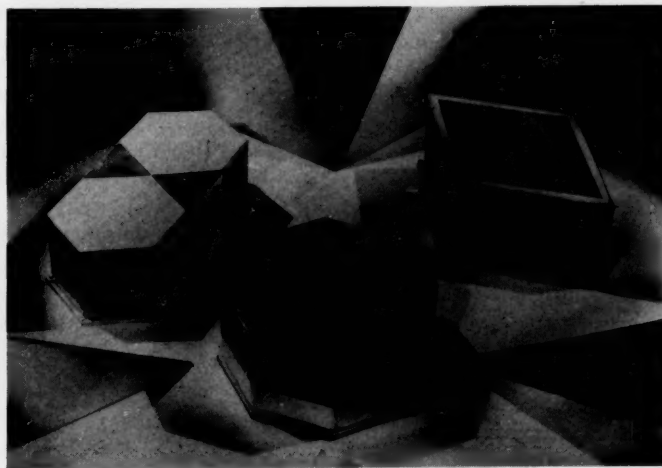
Industry today is fast learning the necessity of employing recognized and thoroughly trained artists to create designs for merchandise. Increased competition in all branches of manufacturing has placed the responsibility for sales on the outward appearance of the product. This is particularly true of those industries employing packages. In this field it is most frequently the package that makes the sale and progressive manufacturers have learned that unless the package is in good taste, suitable for the product it contains and attractive in appearance the product itself will not be purchased in the present-day, highly competitive market.

As a result, the day of the package designer has arrived and this industry is recruiting to its ranks some of the best known artists and illustrators of today. It was not surprising therefore to learn that Miss Dryden was creating packages but we knew that her views on this subject would be interesting so we asked for an interview.

"I think that women in particular have always responded to the appeal of an attractive package," said Miss Dryden. "I know that I have always been tempted to purchase articles that were displayed in beautiful packages. Of course, if a product that I knew was of excellent quality was sold in an ugly package I would buy it anyway, but at the same time I wished that the

manufacturers would find a more attractive container in which to sell it."

"THE same is true of frocks and millinery, or for that matter, anything that was delivered to me in a lovely box or wrapper. A dress that reached me wrapped in crisp white tissues carefully folded in an attractive box and tied with ribbon always seemed more worthy of respect than it would have been if it had been de-



Photograph by E. H. Rehnquist

Powder boxes in unusual shapes covered in pastel and gold papers. Designed for Woodworth, Inc.



Photograph by E. H. Rehnquist

Grey sycamore box inlaid with ebony and pear wood. Designed for Shur-on Standard Optical Co.

livered in a shabby box. Naturally packages of this sort add to the cost of the merchandise but the resultant appreciation gained through their use is worth the extra expense.

"Men are fast beginning to realize that packages intended to appeal to woman must be beautiful. They must be developed in beautiful colors, and combination of colors, balance of line and shape must be considered. They must appeal to a woman in the same manner that a frock or a picture appeals.

"I believe that one of the reasons why so many unattractive packages are being used at the present time is because of the methods employed in so many package tests. Various packages are displayed to a group of women or men who are asked to vote for the package which they consider most attractive. The error lies in permitting an ugly package to enter one of these tests. Unfortunately, education in art is not universal and the choice of anything as important as a package should not be left to those unqualified to judge relative values in design. It is my theory that only good packages should be submitted to these tests for then there would be no danger of selecting a poorly designed package from the lot. Preliminary selection from packages submitted for any product should be made by the art director of the company or someone else whose cultural background qualifies them for this position.

"**M**ANY types of merchandise have not been properly packaged. I have been working on a series of cases for eyeglasses and spectacles. It is frequently surprising to see the type of spectacle cases in use. Usually they are very ugly. Now we are designing cases in silks, metals and a wide variety of leathers to replace the out-of-date cases.

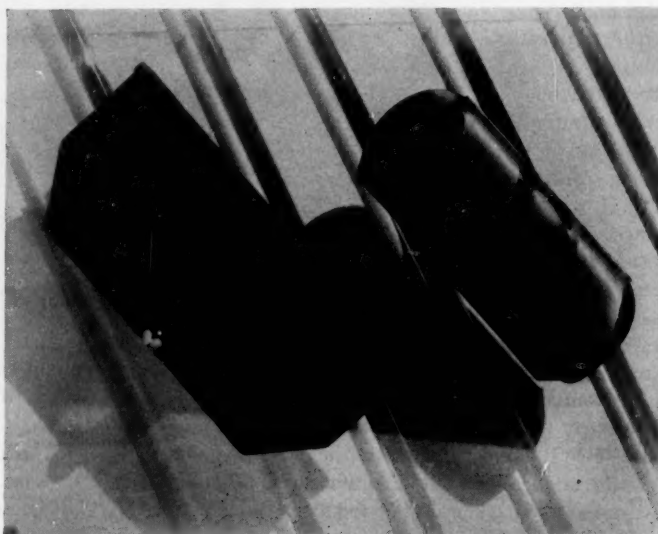
"Creating a design for any industrial purpose should, in my opinion, be approached in the same manner in which an artist approaches a strictly artistic problem. Utilitarian articles, whether they are showcases, display stands, spectacle cases, packages or refrigerator hinges can be, if properly designed, just as beautiful in their own way as a magazine illustration or an oil painting. Suitable

colors and materials, a careful consideration of line and detail plus the imaginative facilities of the trained artist, will result in added beauty in merchandise and additional business for the manufacturer."

Packaged Products in Window Displays

Anation-wide window display contest, with cash prizes aggregating \$8840, will be held by the Glass Container Association of America from April 1 to May 15. The contest is expected to demonstrate to jobbers, wholesalers and especially retailers the decorative value and the profit-making possibilities to be derived from window and shelf displays of glassed foods and at the same time to focus the eyes of the American housewife on glassed products, with particular emphasis on the quality and decorative values of such products to the consumer.

Conditions of the contest as outlined by the Glass Container Association of America in its official announcement are: first, it is necessary that the scope and variety of products packed in glass be shown in the display and for that reason, all displays to be eligible for the prizes must include at least fruits, vegetables, meats or sea food, beverages, condiments, or jams, jellies and preserves; secondly, one of the slogans of the Glass Container Association must be featured in the window in any way that seems best to the retailer. These slogans are: "Only the Best Can Be Packed in Glass," and "See What You Buy—Buy in Glass." The display must remain in the window for a period of one week at least. A photograph of any size may be submitted; on the back must be the name of the store and the address, the time when the window was on display, and if desired—but this is not a condition—the name of the packer's or jobber's salesman who suggested or assisted in installing the display.



Photograph by E. H. Rehnquist

Left: Rose pink moiré spectacle case with ball glass button. Right: Metal case covered with striped taffeta. Designed for Shur-on Standard Optical Co.

Quality of Greaseproof Paper*

Method of Preparing Protective Wrapping Material Involves the Securing of Three Important Factors: Imperviousness, Color and Flexibility

By JOHN A. WESLEY

Sales Manager, Rhinelander Paper Co.

THE best grades of glassine and greaseproof paper are made from slow-growing spruce woods. No chemicals are added to greaseproof to give it its grease-resisting qualities.

Greaseproof is made grease-resisting through a mechanical process of beating or hydration in beating engines. The tiny hair-like fibre of the sulphite or chemical pulp, passing through a small space between revolving lava stone rolls and a stone bed plate continuously from 3 to 5 hours, is completely changed in physical appearance.

In the beating operation of making greaseproof paper there is a drawing out process of the fibre or a grinding action. This beating or drawing out process forms the fibre into a gelatinous substance. From these fibres is separated, in the beating operation, a substance which could be termed mucilage, which forms around the complete surface of each individual fibre.

After the beating operation the stock is then delivered to the paper machine where the fibres are formed into a sheet of paper over a continuous running wire or screen. This operation forms the fibres into a solid homogeneous mass free from pinholes, thereby giving the paper its grease-resisting qualities. The sheet of greaseproof is then dried and calendered through ordinary chilled roll calenders before being wound into rolls and sheets for the trade.

GLASSINE paper, which is practically a supercalendered sheet of greaseproof paper is made in virtually the same manner as greaseproof. To the dry sheet of glassine, however, is added moisture and then it is run through specially constructed glassine supercalenders which dry out the wet base stock, bringing out its transparency and producing a very high finish on the sheet. Due to the extreme pressure given the paper in the supercalender stacks, it naturally follows that glassine possesses even more grease-resisting qualities than the unfinished greaseproof.

The well-known blistering test for greaseproof paper is made by holding a burning match close under the sheet and noting the magnitude of the resultant blisters as an indication of its grease-resisting quality. The bubble or blistering action on a sheet of greaseproof is explained as follows: greaseproof papers contain about 6 per cent

moisture. When a flame is placed on the under side of the greaseproof paper sheet to be tested, the extreme heat causes the moisture in the paper to expand rapidly, or in reality to form a steam bubble. The solid surface of the greaseproof paper sheet resists this pressure, thereby causing a blister or bubble to form.

The general conclusion then is that when a bubble fails to appear on a sheet of greaseproof paper when given this test, it means that the moisture simply goes through the pores. It is obvious, therefore, if the moisture passes through readily that grease or oils will do the same thing. This test leaves much to be desired in the way of accuracy, as certain papers which blister only slightly may be more greaseproof than others which give large blisters.

While this test is not accurate, nevertheless it does give some indication of a sheet's imperviousness to grease. It should, however, not be accepted as a final indication of the ability of the sheet of paper in question to resist grease. It is a quick test to be used in conjunction with other more accurate tests such as the turpentine penetration test.

THERE are three outstanding features to a No. 1 sheet of greaseproof paper. First, its imperviousness to grease; second, its color; and last but by no means the least important, its flexibility. A sheet of greaseproof may possess ideal grease-resisting qualities, but due to the severe beating operation in procuring the grease-resisting qualities, the fibres may be cut so short that the paper loses practically all of its wrapping qualities. It is very important when judging a sheet of greaseproof that the above three features are carefully considered.

Turpentine Penetration Test: Test specimens are placed upon a ground glass plate whose underside may be observed by means of an easily adjustable mirror. On top of the plate first place a small sheet of cigarette paper or any other ordinary sheet of white tissue. Over this place the sheet of greaseproof paper to be tested. Take 1-dram homeo vial full of sand, dried and screened to approximately 20-mesh, and place over the specimen to be tested. Saturate this sand with spirit of turpentine which has been colored through the use of oil soluble dye (such as "Newport Oil Red B" or duPont Oil Red) in the proportions of 2.5 parts of dye by weight to 1000 parts turpentine. The red in the turpentine will serve as an indicator when the (Continued on page 68)

* An article which appeared in the January, 1930, issue of *American Paper Merchant*.

EDITORIAL

Let's Get Down to Cases

A conversation, stated to have taken place between the production executive and the sales manager of a large food manufacturing company, is quoted by a contemporary publication as a means of indicating the answer to the question, "Why is packaging of food on a basis different from packaging in other lines—knit goods, for example?" The story, in brief, is as follows: The production manager expresses his willingness to adopt, for a limited time only, a packaging idea suggested by the sales manager, providing that all spoiled and returned goods, together with expense incident thereto and the increased factory overhead due to possible decreased production, be charged to the sales department.

Apparently the inference is that, under normal conditions, all packaging charges are laid at the door of the production department and that, therefore, the ideas of the production manager must dominate. Our own experience, gathered from visits to food and other factories, expressions by plant and sales executives, and talks with machinery and supply salesmen, is that the statement is both incomplete and incorrect.

Let us consider for the moment the functions of the package or of packaging. First, to protect the goods contained; second, to sell them. One without the other is futile. A package may afford absolute protection to the goods it contains, yet its very appearance may repel sales. So of what use, then, are the exclusive plans and ideas of the production department? And the reverse is, of course, true. Without adequate protection the most attractive package must fail. So that, from the very inception, there must be a coordination and cooperation of effort between production and sales or design departments. A division of responsibility—perhaps a determination as to the allotment of expense for incurred losses—can and usually is amicably reached.

"Certainly they (the package ideas) will originate in the production department as long as spoils and returns are charged back to that department," concludes the argument that "it is in the production department that adequate specifications for proper packaging probably always will originate." From this it would seem that it is necessary only to place the responsibility or expense on any given department and that department immediately functions independently in an origination capacity. A convenient thought, perhaps, but not entirely in accordance with facts. We raise a protest at such a statement, believing that—and it is particularly true with the larger food product and other organizations—it is only through the coordination of production and sales departments that all functions of packaging are realized in the ultimate output of the package.

Had the editor of *Food Industries* preceded his statements with the opening sentence of his last paragraph, we would have been inclined to withhold the above remarks. But this, we think, indicates a lack of understanding of packaging principles which is almost beyond comprehension. "Products other than foods, of course, are subject to a certain amount of deterioration in the channels of trade; *otherwise there would be little occasion to package them.*" The italics are ours. Such a statement in the face of the fact that an average of 48 per cent of the total cost of packages is expended in package decoration, and that this expense is undertaken solely as a means of promoting sales, is far from being in accord with actual conditions.

We grant that good packaging is different, but not in the direction pointed out by this contemporary. Food manufacturers as well as other manufacturers are anxious to obtain all the information possible regarding their packaging problems, but little good is accomplished by statements that confuse and create unfair impressions.

Glass Containers Adopt Modernism

ONCE a demand for a product is created there is little cessation in the efforts of suppliers to conform to that desire and take advantage of the market whether temporary or continuous. The public must and will have what it desires. What may be considered as a breaking away from ordinary shapes and sizes in glass containers has been taking place for some time. We saw it first in cosmetic and perfumery lines, and here there was little inclination on the part of consumers to object to the prices demanded—they were willing to pay a higher rate for exclusiveness and other attributes of a luxury product. The glass container manufacturer, too, was able to ask and get a commensurate return for his design and work.

Following the trend that dictates shapes and styles in keeping with modern art, the use of distinctive and pleasing designs in glass bottles and jars for food and other products which formerly appeared in stock sizes and shapes is gaining headway. This advance follows a desire on the part of the public for such containers, and is the result of a thorough understanding of production methods on the part of glass manufacturers as well as the coordination of the makers of filling, labeling and other packaging equipment whose machines must handle the containers.

The change from the old to the new carries with it a greater appreciation of the package or container and offers to the manufacturer of the contained product a means of further identifying his goods. In the article, "Designing the Glass Container," in this issue we read,

"A hostess is particularly pleased if her mayonnaise comes in a jar of such beauty that she need not feel apologetic should it be found desirable to bring the container to the table in order that those who would like an extra generous helping may serve themselves. The latest trend is to fulfill these requirements and in addition to give the housewife a beautiful container." Such a course, therefore, prolongs the sales value of the container and, while it may not be possible to figure this additional value in dollars and cents, it unquestionably offsets any extra cost of the container, if indeed there be such.

Who Should Judge Packages?

IN a personal interview, published in this issue, Helen Dryden brings out an excellent point regarding package selection. "I believe," says Miss Dryden, "that one of the reasons why so many unattractive packages are being used at the present time is because of the methods employed in so many package tests. . . . The error lies in permitting an ugly package to enter one of these tests. . . . It is my theory that only good packages should be submitted to these tests for then there would be no danger of selecting a poorly designed package from the lot. Preliminary selection from packages submitted for any product should be made by the art director of the company or someone else whose cultural background qualifies them for this position." Quite right, this last statement!

Should there be any doubt in the minds of our readers as to the soundness of Miss Dryden's beliefs, we suggest that a trial be made when the opportunity offers. Recently we "sat in" on such a test. Seven packages were shown, two of these being "out" as adjudged by those who can qualify as package counsellors. Yet each of these two received favorable votes when the first ballot was taken. Upon their removal from the group, a second vote was taken and this showed a majority opinion in favor of the package given first place in the original ballot of the experts. No discussion was held during the voting which was secret, so that there was no opportunity for an exchange of opinions that would prejudice any views held by those participating.

In this instance, we believe, all factors were conscientiously taken into consideration. Perhaps another group might have judged otherwise in the final selection as the included packages all qualified as acceptable containers for the product. But in the first case, with the "out" packages included, the difference of opinion might have resulted seriously.

Differences of opinion make horse races and all sorts of other things interesting, but in the selection of packages little if anything should be left to chance.

To Be or Not to Be "Glassed"

NOT that we are anxious to take unto ourselves the responsibility of expressing opinions which may or may not be beyond our province. We do feel constrained, however, to accept a "challenge" issued by

The Phoenix Flame, the progressive and thoroughly human house organ published by the Phoenix-Hermetic Company. The question raised involves nomenclature: H. H. Ware of The Pacific Glass Company advocates the use of the term "glassed" foods as applied to such products packed in glass containers. Temerity might forbid us to enter such a controversy, inasmuch as "Hig" (H. J. Higdon, editor of the *Flame*) specifically requests replies from editors of canning publications. But his request, "let's open this subject up wide," is too intriguing.

As an advocate of the utilization of every type of container included in package assembly we claim considerable interest in all matters pertaining to such, whether they be of glass, metal, paper, wood or other substances. So we cannot refrain from "dipping our oar in."

From our own point of view we have always been in favor of exact terminology, for the very good reason that it avoids ambiguity and usually saves time. Simply because custom has established the use of a term, it does not necessarily follow that the term is correct or may in every case be properly understood. Usage may familiarize a designation, but that does not imply that developments cannot throw that application into disuse. And it is particularly true that in any fast-growing industry there is need for correct nomenclature.

As stated by Mr. Ware, "In the western industry, the term 'glassed' is coming into more common usage. It is heard in conversation, appears in correspondence and is finding some acceptance in the distributing trade." There can be no misunderstanding of this simple generic term—it is, at the same time, expressive and distinctive. We are glad to follow the lead of the West—and favor its adoption.

The Packaging Catalog Is Ready

THE 1930 edition of the PACKAGING CATALOG is now ready for distribution. The favorable reception accorded the first edition of this book last year was a sufficient indication of the need for such a reference book for those who are confronted with packaging problems. Formerly it has been necessary to draw from many sources in order to obtain complete information of this nature, but with the inclusion of workable data and facts as well as a complete buying directory in one volume, packaging executives obtain in the PACKAGING CATALOG a dependable and useful handbook of the industry.

As stated in the foreword of this second edition, the several articles which appeared in the first edition have been rewritten or otherwise brought up to date, new data and material have been added and every care has been taken to make the book as complete in detail as possible, thereby rendering a service that will enable users of packages to plan intelligently, economically and in accordance with best practices.

If you have not done so already, you should arrange to secure your copy.



Photograph by E. H. Rehnquist

The Package of the Month

"WELL dressed men come out of this package" is the slogan of the Commercial Shirt Company, New York, in its merchandising of Nofade Cocoon shirts. The idea of bidding for the masculine trade through the package was conceived by Oscar Horowitz, president of the company, and his ideas were worked into this distinctive package and the campaign which centers around it.

The container is about nine and one-half inches square and one inch deep—a very handy package to carry home. Each package displays nine shirts in eight colors and white on a black background. The legend, "Nine Smart Colors in Nofade Cocoon Shirts," is printed across the front of the package. The lettering is in green and colors matching the colors of the shirts. The box carries the trade name, "Nofade Cocoon," and the price, size and color of the shirt it contains is printed on the front end of the package. On the bottom of the box is a white insert on which is printed a short description of the process of manufacture and the tests to which the shirt is submitted before it is permitted to be placed in the box as a genuine Nofade Cocoon shirt. The label which each shirt carries is reproduced on the box with the warning to the customer to "Look for the label."

The outer cover, which is secured by a tab, when released folds back, revealing the shirt so folded that the upper front and the label are displayed in an inner cover so cut away that it holds the shirt in the package by a border of black about an inch wide on which is printed in colors the retail price and the same legend as appears on the cover.

THIS package was chosen as the package of the month because it is an individual container which bespeaks a distinctive product, because of its attractiveness for display purposes and its advertising value.

It is designed to appeal to the well-dressed man and to the discriminating woman who very often is his purchasing agent. A garment which is so attractively and carefully packaged will, at first glance, appeal to the masculine sense of the exceptional in quality, style and workmanship and to the feminine desire for exclusiveness. It appeals to the man's desire for convenience. It is quickly purchased and easily carried home, and, after all, this is one of the cardinal principles in masculine shopping. It sells itself to him—and once sold a man will give repeat orders ad infinitum.

The package is an aid to the retailer. Either closed, open or mounted, it attracts at- (Continued on page 68)

Turning the Light on a Package Problem

By GLEN A. GUNDERSON

Burgess Battery Co.

WHEN the volume of sales of a nationally advertised product begins to fall below the expected quota it becomes necessary to analyze the merchandising program in order to determine the underlying causes. Investigation frequently reveals that a seemingly unimportant factor in advertising or merchandising has been neglected or overlooked and that this neglect has weakened an otherwise perfect merchandising plan.

A small handy flashlight manufactured by the Burgess Battery Company of Chicago and sold under the trade name of "Snap-lite" has enjoyed a healthy yearly increase in the volume of sales. This product has been nationally advertised and has achieved wide distribution. Retailing at thirty-nine cents for the No. 2 size and sixty cents for the No. 4 size, these flashlights have found a ready market in department, hardware, electrical, drug, cigar, hotel and railway counters — in fact in almost any outlet.

About six months ago, however, although the advertising appropriation had been increased and there had been no lessening of sales effort, sales began to lag. Realizing that there must be a sound reason behind this condition, the manufacturer began an analysis in an effort to de-

termine the underlying causes and to find the remedy.

A market analysis showed that distribution methods were correct for this type of product but that there were many types of stores that could not be sold because the product was considered a strictly utilitarian one. Further investigation into this phase of the merchandising campaign revealed the fact that retailers considered

flashlights suitable for sale only in hardware and department stores. Therefore, the problem became one of making the product attractive to retailers selling gift items.

IT was decided that the first step in this direction should be to bring the package, or outside covering of the batteries, up to date. The original packages were developed in black, green, dark red, blue and brown lithographed on metal. This package was decorated with the Snap-lite trade mark superimposed on a torch in order to suggest the use of the product. The No. 4 model carried a large red trademark with the trade name and the name of the company printed in white.

In approaching the designing of new containers the company determined to obtain designs that were not only strictly in keeping with the modern trend in deco-



rative art but which possessed an appeal to men, women and children. An artist schooled in the newer forms of decorative art and possessing a sound knowledge of merchandising methods was given carte blanche and instructed to produce a wide variety of designs suitable for this purpose.

Using light and its physical manifestations as his theme he worked out thirty designs and submitted these to the company. From these thirty designs five were finally se-



Two new designs possessing appeal to the masculine taste.

lected and production was begun.

The new flashlights are developed in bright colors and entirely modern in design. They are attractive enough to take their proper places in handbags and vest pockets. An attractive display card was designed

to hold the Snaplites in such a position that the designs were visible at all times making it possible for the purchaser to select the design most appealing to him.

THIS display was also evolved from the "light" theme. Beams of colored light flash against a dull black surface and carry the motion of eye down to the flashlights. The price and two of the advertising slogans are printed on this display. The name of the company and the trade name is printed in red on the upper part of the display.

For dealer convenience twenty flashlights or two displays of ten are packed in a corrugated fibre box. This arrangement makes it possible for the dealer to set up one display on a counter and one in a window.

The first samples of the new design that were sent out to salesmen and jobbers met with instantaneous approval and enthusiasm. Orders began to increase and new outlets were developed. Art and gift shops, stationers, jewelers and specialty shops were willing to place the new flashlights in stock. The buying public has shown an increasing enthusiasm for these new designs.

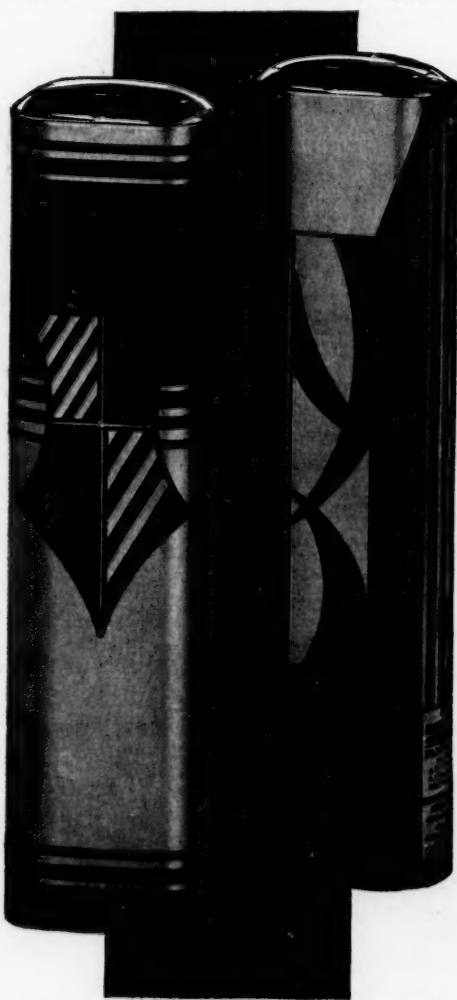
The company plans to watch carefully the ratio of sales of these models. As soon as the sales of one of the designs begin to lag, that number will be withdrawn and a new

one will take its place. In this manner the selection shown will be kept constantly new and modern and there will be added impetus to sales through the appeal of novelty.

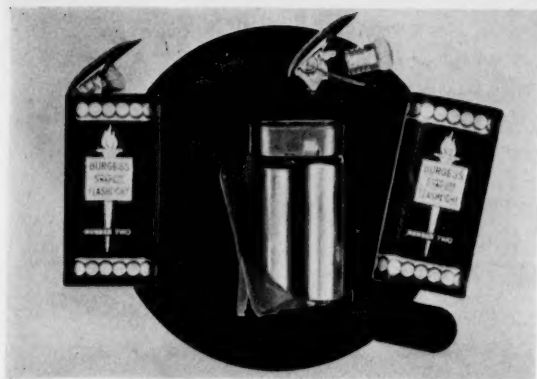
ONE of the slogans long included in this company's advertising was "Carry one with you." The use of the word "carry" implied labor and effort and for this reason suggested that in some way it was inconvenient to include a flashlight among one's personal belongings. It suggested bulkiness and weight although the Snaplites are small, compact and occupy but little space, the actual measurements being only two and one-half inches in height and one and one-quarter inches in width.

This slogan was discarded and the phrase, "Always have one with you" was used in its place. This phrase suggests the ease with which one of the flashlights may be carried in a woman's handbag or a man's pocket. It also suggests the need of a small flashlight upon many occasions.

The new models have stimulated sales in the short time that they have been on the market and the company feels certain that future sales will be even greater.



New designs in No. 4 size are modern and attractive.



Original packages showing construction of Burgess batteries

The Practical Salesman, a Professional Advisor

"PRACTICAL SALESMANSHIP" by W. L. Barnhart (The Ronald Press Co; price \$3.50) contains the essence of the experience of hundreds of successful creators of business: creative salesman. "Salesmanship" is defined by the author as "the power to persuade people to do what they hadn't intended, or wanted to do—with a resultant profit to them from doing so." The successful salesman must grow, and to grow he has to possess the will to work and to keep on working. The size or number of the orders taken is not an indication of successful salesmanship, but resistance overcome is the true measure of the salesman, says Mr. Barnhart. He must dominate the situation by the use of facts, logic and enthusiasm, rather than dominate the individual by the use of bunk.

The book is written in a direct man-to-man style. It brings out the fact that selling is not a mystery; it is com-

mon sense based on the fundamentals of understanding and sympathy and respect for the ideas of the other man.

The volume is a textbook of salesmanship for the beginner or for the seasoned salesman. It treats of the mental attitude of the salesman toward himself, his prospect and his product, the method of approach and the method of closing the sale. It is a book which can be profitably read by every industrious and earnest individual who would become more than a salesman—a professional advisor.

L. C. N.

Retailing and the Manufacturer

"THE MANUFACTURER AND HIS OUTLETS" by Chester E. Haring (Harper & Brothers; price, \$3.00) is an authoritative and timely contribution to the literature of selling. A careful reading of this book by manufacturers, advertising managers, sales managers and salesmen cannot fail to effect a realization of the relation between the jobber and the manufacturer today. Mr. Haring points out that the present-day manufacturer must substitute new methods of merchandising his product in the selection of outlets, in advertising and in the determination of his markets and, further, he must have a clear understanding of the motive for these changes. The book deals with facts and not theories and explains why and how these facts have been developed. These facts are based on personal observations and study by the author during about twenty years in the advertising agency business where the problem of retailing is always uppermost. From a comprehensive discussion of the development of retailing, the author leads us to the problems of the wholesaler or jobber, the department store, the mail-order house and the chain store—all in their relation to the manufacturer and the consumer.

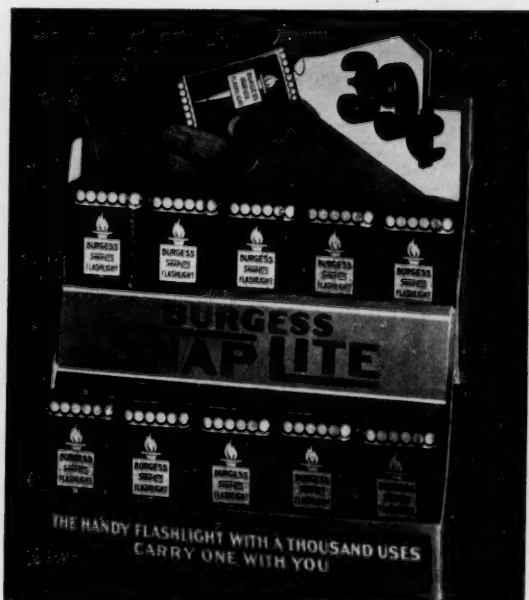
The book is worthy of careful reading in that it presents a realistic picture of retailing as it exists today, why it developed its present-day aspects and what may be expected in the future.

L. C. N.

Drug and Pharmaceutical Bottles

AT the request of a joint simplified practice committee, representing the industries concerned, the Division of Simplified Practice, National Bureau of Standards, has prepared a questionnaire for mailing to the manufacturers of bottles. The purpose of such action is to ascertain the production volume of the various sizes, shapes, capacities, etc., of drug and pharmaceutical bottles.

The survey will cover the year 1929, and the figures furnished by each manufacturer will be included in a consolidated report showing the total production on each size, capacity, and shape of bottle used for prescription ware and those used for general purposes, respectively. The consolidated report will be studied by the joint committee with the view of developing a recommendation for the consideration of a general conference of all interests, held under the auspices of the Division of Simplified Practice.



Counter display in use before redesigning batteries

Designing the Glass Container

Modern Industrial Art Reflects the Changing Viewpoint of the American Mind

By ERNEST COHN

Merchandising Counsellor for Turner Glass Corporation

IT is only a short time since the American outlook was horizontal. Everywhere except in the mountainous districts, low-lying fields, far-flung fences and almost endless plains greeted the eye from almost every dooryard. During this same period, architectural styles were nondescript. Art styles were borrowed from half a hundred preceding periods. There were no standards of art appreciation typical either of the country or the times.

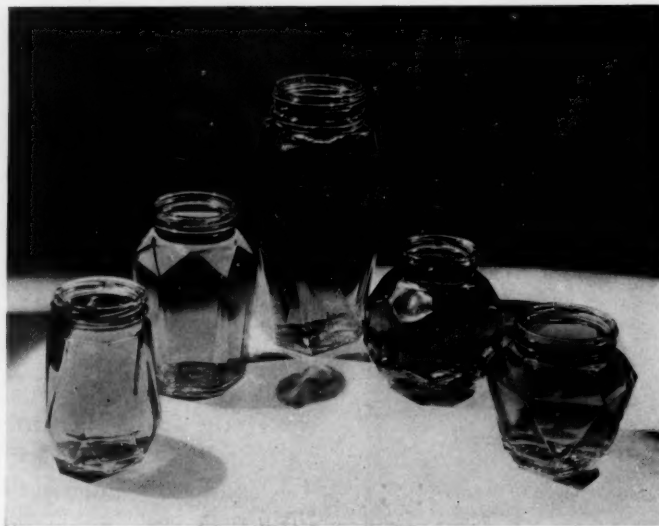
Today the American viewpoint is vertical. Towering skyscrapers and soaring airplanes have pulled eyes upward. And as the eye has traveled up in an attempt to follow the contour of modern buildings, shapes have seemed to distort themselves from the more placid outlines of a strictly horizontal world. Thus skyscrapers when viewed from below seem to taper to the top. When viewed from the window of a dirigible, the cockpit of an airplane, or from the window of a somewhat higher building, they apparently flare at the top. These details and variances have been emphatically impressed on the American mind through the aid of motion pictures and the picture sections of our metropolitan newspapers and magazines. They have been distorted in our comic sections and played up in the work of commercial artists. Today they are accepted as a part of the tempo of modern life.

Coupled with this changed appearance of things, due to the architectural and transportation changes of recent years, has come a modern familiarity with machinery. Whereas the boy of twenty-five years ago found his greatest excitement amid pastoral scenes worthy of an age that gave great appreciation to Dresden china, statuettes of shepherds and shepherdesses, the boy of today pokes his grease-stained nose into a conglomeration

of cogs and pistons. His mind has taken in the need, as well as the beauty, of the stream line construction of airplanes, airships and race cars. His eye appreciates the beauty of the tapering steel standards of the broadcasting antenna. He can see beauty in the pattern made by a battery of slender smoke stacks against a sun-set sky, and in the criss-crossed structural work of the skeleton of a skyscraper or the supports of a bridge. All of these strictly modern impressions have made our present age see beauty in lines, angles and surfaces which had no charm for the ages which went before.

It was out of this new appreciation of the everyday surroundings of the present age that modern art was

born. And it is the fact that even the housewife of today has her hat, her shoes and her gown patterned to fit into the modern mood that has caused a few far-seeing manufacturers to produce glass containers of new and startlingly beautiful design.



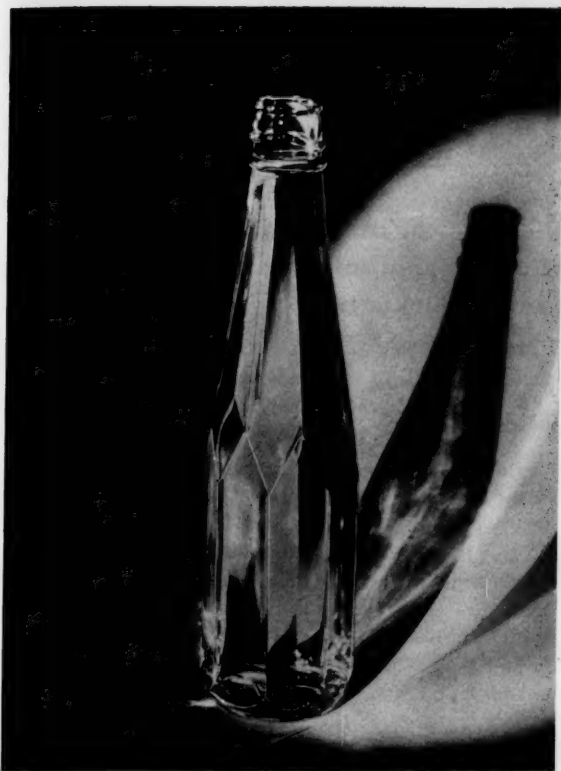
Photograph by E. H. Rehnquist

A collection of glass containers that reflect the modern spirit

graphing inks as a tool, to produce a counterfeit of the flares and tapers of the skyscraper, the angular effects of cross-truss bracings and the toothed arcs of modern machinery.

Unfortunately this very ease with which modern art might be imitated in ink has caused the creation of some most atrocious so-called modern effects in packaging. This in turn has been one of the reasons why some manufacturers have been hesitant to adopt the modern mode. But when glass is the medium with which one works, there is a natural adaptation to the tendency to modern art. True, it is not easy for every glass manu-

Modern Packaging



Photograph by E. H. Rehnquist

A catsup bottle developed in skyscraper effect

facturer to produce the crisp cut angles and sharp line contours which are outstanding features of modern art. But it can be done. And, when it is done properly, there is a peculiar charm to the light reflections from the many interesting facets which can be worked out on a bottle or jar.

Even more than in the creation of other types of containers, the design of a modernistic bottle calls for a nice sense of proportion and a strict understanding of geometric design. Above all else, there must be the ability to combine artistic appreciation with strict utility, and to conform the design to the capabilities of modern production machines. The creation of an interesting angle or the production of a flashing plane is not enough of itself. The first consideration is to have the container fit a definite need. Thus, one of the tendencies of the modern container is to favor the squat type of jar (although squat is an ugly word, scarcely in keeping with the art effects obtainable in that shape). This low, wide-mouthed jar is rapidly replacing taller, more slender types of containers, for the purely utilitarian reasons that it is easier to remove the contents and there is less likelihood of inadvertently knocking the jar over and causing an accident to clean table linen. Designs are simple. Just a criss-crossing of lines and a promiscuous arrangement of facets will not do. Look at women's clothes these days and you will see that the average woman has no patience with fussiness. She wants things clean-cut, crisp and free of folderols. She wants things to serve a definite purpose.

A mayonnaise jar must first of all be made to make the serving of mayonnaise more pleasant. A hostess is particularly pleased if her mayonnaise comes in a jar of such beauty that she need not feel apologetic should it be found desirable to bring the container to the table in order that those who would like an extra generous helping may serve themselves. She does not want a preserve jar that has to be thumped on the bottom to help remove the contents, or one that is so banal in appearance that she would not welcome it into the society which she seats at her table. She would much rather pass to her guests a beautiful container filled with preserves, and designed so that a spoon could easily remove the contents, than to have to retire to the kitchenette, or call the maid, for the purpose of refilling a dish which later would have to be washed, dried and put away.

After the designer has created his modernistic effect the next question is whether modern machinery can produce and handle it. This calls for a thorough understanding of production methods both within the glass factory and within the plant that will fill and market the product used in the jars and bottles. This means that the designing of a modern type of container calls for more than an appreciation of art. There must be a perfect understanding of what shapes can be blown into glass by modern machinery and what shapes can best be handled by modern conveyor systems, filling machines, labeling machines, etc.

This proves nothing except (Continued on page 66)



Photograph by E. H. Rehnquist

Practical application of the new theories of design in glass containers

Has Farm Relief a Packaging Sequel?

Attitude of Federal Board Toward Elimination of Inefficient Methods and Development of Improved Facilities of Distribution Has Important Bearing on Utilization of Packages

By WALDON FAWCETT

FOR years past, agriculturalists of one class and another in the United States have been flirting with the idea of packaging the products of the soil. The impulse has never, be it added, been general, much less universal. But here and there lone fruit growers and groups of dairy farmers and other forward-thinking exponents of rural industry have dallied with the idea of getting into step with the times. First, these trail-blazers made experiments in trademarking foodstuffs that had never before been branded. Then, as a logical sequel, they have latterly turned gingerly to packaging. For example, witness the current move of the Wenatchee apple growers to put out their "Jim Hill" apples in paperboard boxes carrying a dozen apples each.

Judging by its pace in the past, this movement for packaging on the farms and ranches was destined to make rather slow progress, if left to its own devices. But, lo and behold, here comes a new incentive to literally force the hands of the hesitant and ultra-conservative marketers. And the fresh inciter is none other than Uncle Sam himself, which, of course, puts on the matter a face very different from that which would obtain if the urge toward more extensive packaging and branding came from an advertising agency or some other similarly interested party. Incidentally, the new turn of events puts a premium, so to speak, on a particular form of packaging, viz., joint, collective or cooperative packaging.

Doubtless it would strain a point to declare that the Federal Farm Board, that powerful new arm of our national Government, is forcing the nation's agricultural producers to resort to consumer-packaging. Yet, in effect, and with developments traced from consequences to causes, it is certain that a veiled note of compulsion is here. Doubtless, future generations, looking back upon the beginnings of this new era in distribution, will see clearly that it was the policy of the Federal Farm Board which made package-minded a vast section of the community that had previously given little thought to packaging technique. The Farm Board did this indirectly, to be sure, by prescribing more modern methods of merchandising for agricultural commodities and their food products. But, just so surely as packaging is the complement of trademarking, has the new body given

the push that started an innovation that may revolutionize the nation's basic industry.

SINCE it has vast potentialities as a package protagonist it is worth while for every maker and user of packages to look closely at this new agency, noting how it came into existence and what it is designed to do, by and large. So many "commissions" and "boards," and consultant bodies, have been called into existence latterly, incident to the administration of the executive branch of the government, that the average bystander might pass over this Farm Board as just one more gesturing straw man unless he be forewarned not only of the power but likewise of the permanency of the Farm Board. Created to meet an emergency, the new "angel" of farm industry is here to stay. And the country at large—big and little business in particular—little suspects how this newcomer may play hob with the established order of affairs.

Perhaps the best way to describe the Federal Farm Board is to say that it is the visible, tangible evidence of the determination of Congress to grant that "farm relief" which has been clamored for so loudly these past few years by farm organizations and the "farmer vote." After talk almost unending, the conclusion was reached at the Capitol that, by happy coincidence, the one thing most needed by agricultural industry was precisely the sole form of assistance that a paternal central Government could give, namely, an extension and improvement of the methods and facilities of marketing farm products—a distributive structure made so adaptable, moreover, as to involve control of massed output to any degree that may be necessary to prevent market congestion and price demoralization.

In a nutshell, the Agricultural Marketing Act and its child, the Federal Farm Board, provide a stupendous new instrumentality for cooperative merchandising. In other words, this latest addition to the American scene undertakes to aid agriculture by developing and strengthening farmer-owned and farmer-controlled marketing organizations. Just from this point the plot thickens for all those who are living in the packaging age. If sentimental support were all that Uncle Sam was lending, the new factor might be classed with the

if~



package
~protection
~personality

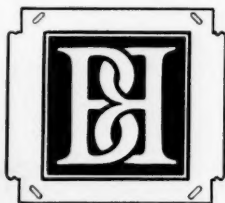
a coffee merchant asked us~

“WHAT do you think of my present package?” we would first make sure that it was substantial, that it did its job well in carrying his coffee from his factory through the dealer’s store, to the kitchen.

Next we would consider its appearance on the dealer’s shelves. Is it striking enough to attract attention? Is it alluring enough to stimulate sales?

And finally, we would think of it in the home. With kitchen cabinets, definite kitchen color schemes, the housewife is becoming more exacting than her mother was about the appearance of the things she buys. Students of merchandising have discovered this is true of the things she purchases for the bedroom, the bath room, and now—for the kitchen.

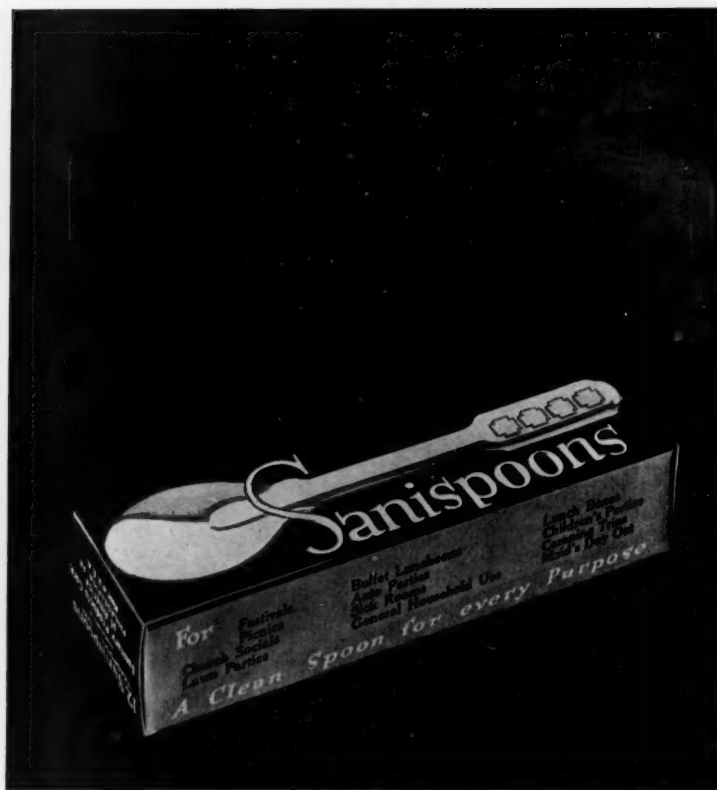
With these factors in mind we would prepare our recommendation—it might be something new, like the sketch shown above. It might be simply a revision of his old package. It might be a recommendation to adhere exactly to his present package. But it would always be our honest effort to serve him, as we wish to serve you.



B R O W N & B A I L E Y C O.

Makers of high grade folding paper boxes

P H I L A D E L P H I A



NATURALLY, packages are important to us — they are our business. But they are also, consciously or unconsciously, interesting to the buying public. And so they are vitally important to you, the man who sells. It is no accident that packages are better made today, of more pleasing design, than they were twenty years ago. It is because of the fact that such improvement is an investment that pays big returns.

Only high grade materials go into Brown and Bailey folding paper boxes. And we devote our best efforts to the development of new forms of containers, new designs on packages, which are bound to result in increased sales for our customers.

various sentimental promotional projects of the past. But, the Federal Farm Board has \$500,000,000 in cold cash to invest in new machinery of marketing that will, to a certain but as yet undetermined extent, parallel the existing commercial machinery of food distribution. No wonder that there are some die-hards who say, in alarm, that this new venture with Uncle Sam's half-billion is a radical movement, bordering on paternalism and even approaching socialism.

However the individual commercial packager may personally regard the Government's experiment to satisfy the farmers, it is a condition and not a theory which now confronts him. And it perhaps is the part of wisdom to take careful inventory of this new element in our business life, its operations and effects. The more so because it is certain that the influence upon packaging practice is to be immediate and extensive. From the very outset, the Federal Farm Board has made it clear that it conceives as its major duty and purpose the elimination of inefficient and wasteful methods of distribution and the development of improved facilities for distribution.

HOW downright practical is this policy will be the better understood when it is stated that, as a prerequisite of a loan to producers, the Farm Board is wont to demand that the would-be borrowers shall show that they have provided an up-to-date sales agency. Furthermore, when the board supplies backing for a marketing campaign, it is stipulated that the management and policies of the marketing organizations shall be satisfactory to, and

approved by, the new czar at Washington. In earnest of an intent to keep an eye on the future health of marketing propositions, the Farm Board, when it grants an emergency loan, does not content itself with giving succor in a crisis but takes it upon itself to start a thorough investigation to the end that a permanent program of distribution may be worked out.

Not to get ahead of our story, perhaps it were well to say, just here, that from the packaging standpoint the big news in the unfolding scheme of agricultural relief is found in the appearance of the Federal Farm Board as a promoter of new sources of food manufacture, which means also new seats of food packaging. Under its charter, the Farm Board has the power and, under its avowed policy, it has the will to launch producer-organizations and producer-corporations into not only the merchandising of their products but likewise the "processing" of these products. Under this procedure Uncle Sam advances money and protects himself by taking mortgages on the land and buildings.

DO you realize to the full, gentle reader, just what this policy of the Federal Farm Board literally means? It means that Uncle Sam is encouraging agricultural producers to band together not only to set up their own sales agencies but to enter upon the manufacture of food specialties whenever such specialties may be better controlled, marketwise, and made to return greater profit than would the raw materials. Concretely, fruit and vegetable growers may be financed in setting up their own canneries and preserving plants. Dairy farmers can have Uncle Sam underwrite the construction of factories for the manufacture of butter, cheese, etc.

That the Farm Board is fully disposed to increase the existing facilities for the production of packaged food-stuffs has just been attested by its action in bringing together the sour cherry producers of Michigan and Wisconsin. The Board announced that as soon as "membership contracts," representing some 60 per cent of current production had been secured, it would grant a line of credit of upward of three-quarters of a million

dollars "for the acquisition by construction or purchase of facilities for the processing of the commodity." Set over against this policy at Washington of furthering a new deal at the producing and processing end of farm industry, there is a twin policy of loaning Government money for the "more effective merchandising" of these same products. How much Uncle Sam, in his present mood, believes in the efficacy of improved salesmanship may be surmised from the fact that \$1,000,000 has just been loaned to the Land O' Lakes Creameries,

Inc., of Minneapolis, to assist in the effective merchandising of its products.

With the Farm Board going to such lengths to enlist erstwhile farmers and producers in the game of processing packaging, and merchandising, a suspicious reader may inquire what is to prevent this lavish-handed silent partner at Washington from digging yet deeper into his pocket and egging on the cooperative organizations to manufacture their own packages? The answer is that there is nothing to prevent it. But I am assured, authoritatively, that there is not the slightest expectation that the Board will go so far. At the same time it is recognized that there is one policy to which the Board is committed which must inevitably operate to dangle before the container industries and package supply houses larger and larger orders, with attendant pressure for the most favorable prices.

THE policy referred to is the insistence of the Farm Board upon the consolidation or amalgamation of

WHAT may be regarded as a direct encouragement in the greater utilization of packages among agricultural producers is evident in the action of the Federal Farm Board in establishing means whereby these producers are enabled to increase existing facilities for effectively merchandising their products. As a substantial part of any merchandising schedule, the package has its place so that a further impetus to the use of containers in this field may logically be anticipated.

sales agencies handling the same line of products in the same territory. How this pressure for mergers operates was well illustrated when the Federal Farm Board was petitioned to save the Florida fruit crop from the consequences of the hurricane and the Mediterranean fruit fly. The Farm Board said, forthwith, that one of the main troubles in Florida was that there was no grower-owned-and-controlled cooperative marketing organization with a percentage of control that could distribute and market the Florida citrus crop in such a way as to stabilize the market and protect prices. It was stated that there were some 130 separate marketing organizations in Florida engaged in marketing with no proper correlation of shipping and marketing. So the board said bluntly that before it put up the money for packing plants and "production credits" it would like to see the two Florida cooperatives consolidate with the large grower-shipper interests into one central marketing organization. The same sort of get-together technique is responsible for the movement in the apple industry to apportion the apple-producing districts of the United States into four regions and to coordinate the cooperative organizations in each region into a general organization.

Whatever its capabilities in opening new markets, recruiting additional consumers and increasing the units of sale, packaging must, perforce, bring its most valuable intangible assets. Therefore, behold a world of significance in the attitude adopted by the Federal Farm Board with respect to trade marks, brands and the other mediums of commodity identification. From the earliest days of the movement for cooperation in agricultural marketing in America, one of the inducements held out has been the possibility of lifting the "coop" products above competition by grade marking, joint guarantees of origin and quality, etc. Even so, the most ardent advocates of collective branding would have confessed themselves incredulous that the day would ever come when a revolving fund in the U. S. Treasury could be drawn upon generously to promote, fortify and protect prestige and sales momentum.

THIS governmental investment in established goodwill has become a reality thus early in the history of farm relief. The object lesson, par excellence, of this official determination to safeguard familiar nicknames and recognizable packages is found in the grant of \$4,500,000 as half of a fund of \$9,000,000 to finance the operations of the Sun-Maid Raisin Growers of California, one of the country's oldest and largest cooperatives. The Federal Farm Board has gone fifty-fifty with a group of California banks in underwriting, for the current season, the Sun-Maid Raisin pool. This means an advance of three cents per pound which is something more than double the usual allowance under such circumstances. But the nub of the incident is found in the frank statement from the offices of the Federal Farm Board that the first and foremost of the considerations which move the board to this action was a desire to insure to the raisin growers "the undisturbed use and control of the valuable Sun-Maid trademarks."

Not only did the Government thus endorse Sun-Maid's merchandising methods and allow a relatively large advance in recognition of the improved conditions within the Sun-Maid marketing agency but the Sun-Maid organization obtained its money in a fraction of the time required for the negotiation of loans by producers that have given no hostages to popular demand in familiar package forms and memorable brand names. It will be strange if this lesson of quick accommodation is lost in future upon cooperative interests that need loans. The Farm Board has, in substance, set its seal upon distinctive packaging and national branding as creators of vested good will and sales momentum that are entitled to especial solicitude in time of stress.

MENTION has already been made of the inclusion of "processing" with ordinary marketing of agricultural products as leading the newly-financed cooperative organizations in the direction of packaging. Another inducement to entry upon packaging is found in that part of the Farm Board program which aims at the disposal of agricultural surpluses by more complete and more effective use of "by-products." Here, if you please, it is not merely a case of processing the product in its conventional form but of creating new subsidiary and supplementary products—side lines that, from the very nature of things, may be expected to require distribution in package form.

One of the underlying reasons why the new era of merger marketing or chain marketing of agricultural products is going to lean to consumer-packaging is the "California voice" or California influence in the Federal Farm Board's policy-making and management. One of the members of the board had years of experience as president of the California Fruit Growers Exchange and the California Walnut Growers Association. Several of his right-hand men gained their spurs in the campaigns that won national acceptance for West Coast ranch and orchard specialties. Hence the Farm Board approaches its problems with a fixed conviction that in order that demand shall keep pace with increasing production everything possible shall be done to stimulate consumption.

Packages have not been specifically mentioned as a means to this end but packaging is virtually a prerequisite of all the self-helps which have been recommended by the board to agricultural producers as stimulants of demand. These prescribed tonics of consumption include, first, national advertising; second, increasing the attractiveness of the product by better grading and packing; third, cooperation with all wholesale and retail avenues of distribution in better methods of display and merchandising.

PERHAPS it is too early to so much as suggest that some species of combination packaging may be one of the outcomes of Uncle Sam's endowment of cooperative agricultural marketing. But, hinting that way, is the circumstance that the Federal Farm Board already recognizes the probable (*Continued on page 68*)

Packages in the Spotlight



Zee and Zalo are new tissues attractively wrapped in green, red and white wrappers. Sold by Crown Zellerbach Corp. Bridge party sets consisting of a score pad and four tallies are packaged in a box decorated in bright colors. The Morton Salt Co. is using two new packages—at the left, developed in three shades of green with red and white lettering—at the right, orange and red with white lettering. The new package for Pond's Cleansing Tissues is developed in white and bright green. A tube decorated in red, white and blue is used to market an imported cheese. The Tripoint hosiery box is printed in three shades of blue and buff. Used by Combined Hosiery Co. The new Old Gold Fifty box is covered with an old-gold velour paper. The Norwalk razor blades are packaged in attractive folding cartons printed in red and gold on white, and blue and silver on white.

The Package Tunes In

Radio Tubes in an Unusual Container Broadcast the Value of the Package in Merchandising

TOO much stress cannot be placed on the merchandising possibility of a carton or package," states Harry H. Steinle, vice-president and general sales manager of Triad Manufacturing Co., Pawtucket, R. I. From this idea evolved the unique black and yellow triangular carton in which every Triad radio tube is packaged and merchandised and which has played no insignificant part in the development of the Triad Company, pioneers in the radio industry since its inception, into an organization with a modern plant, covering five acres of floor space and equipped with the latest machinery and improvements known to the radio tube industry.

The original purpose of the triangular shape of the Triad package was to tie the package in with the name of the company and with its extensive advertising in various publications and newspapers, thus impressing upon the subconscious mind of the public the Triad product. From this original design has developed numerous other advantages which combine to substantiate the thought behind the package—cooperation with the dealer.

The Triad box is readily adapted to window and counter display as is evidenced by the receipt by this organization of numerous photographs of original window displays set up by dealers and from which has been developed a window display which the company supplies free to all its dealers.

The cartons are readily stacked on the dealers' shelves

and the tubes are well protected from breakage in handling by a wrapping of felt wadding. As an aid to the dealer and to the customer, instructions for use are packed in each box.

THE package lends itself readily to packing and shipping since a greater number of these triangular boxes can be packed in a shipping carton. Also, the element of breakage has been reduced. It has been found that there is a great decrease in the number of broken tubes through the use of this carton. In an actual "bump test" the square carton showed eighteen per cent and the triangular but four per cent of breakage. This is explained by the fact that the three corners of the carton serve as a cushion to the enclosed tube.

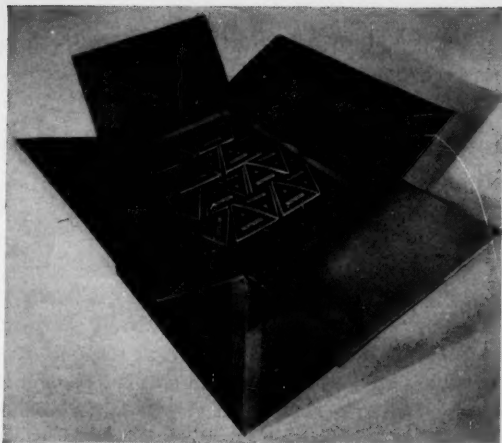
There is an economy element as well, for the triangular carton weighs less than one of another shape, thus reducing shipping costs.

These elements—advertising appeal, facility and economy in shipment, and dealer aids through attractiveness for display purposes and adaptability to storage on his shelves—combine to benefit manufacturer, dealer and consumer through a reduction of waste effort, time and money—one of the most important elements to be reckoned with by every successful manufacturer today.

As a complement to the advertising appeal of the distinctive black and yellow triangular carton which in itself is a valuable merchandising aid to the Triad



Window display featuring cartons and display stands



Method of packing triangular cartons in shipping case

dealer, an extensive advertising campaign has been prepared including a unique good-will program entitled the "Triadrama" which is broadcast every Friday evening over the Blue Network of the National Broadcasting Co. Also, the Triad product will be featured in its distinctive carton through advertising in national periodicals, trade journals and newspapers. Thus the dealer is given every possible form of cooperation by the manufacturer—a product with a high degree of sales appeal through its own high quality, an attractive package through which it meets the public, and a direct appeal to every home, both through the press and "over the air."

Key Opening Can for Shrimp

AN outstanding development in canned foods was brought out some time ago by the Dorgan McPhillips Packing Corporation of Mobile, Ala., when they introduced their new lithograph-decorated, key-opening canned shrimp. In addition to containing finest quality shrimp, the method of opening appeals to the housewife because of its convenience. By means of the key the can can be rapidly and easily opened.

The top and bottom of the can are covered with a lacquer which is rust-resisting. The inside of the can is



Lithographed cans are easily and rapidly opened by means of a metal key

coated with C-enamel which has been so successful in doing away with the discoloration of contents. In the old style plain cans, parchment liners were used and there was often evidence of discoloration, which, though not harmful, made the shrimp appear very unappetizing. The new package, entirely free from such trouble, should increase the housewife's confidence in canned shrimp to a very marked degree.

The key is fitted over the round rim of the top of the can to insure against loss on the dealers' shelves.

Fibre Containers Make a New Toy

THE toy market has been flooded with electrical toys, automobile toys, aeroplane toys, etc., but it remained with J. J. Gannon, architect, of the firm of Gannon & Mitchell, Inc., of Chicago, to devise a radio toy, primarily to appeal to the small child, but, as it has developed, interests the grown-ups as well as the children.

The toy, in brief, is a combination representation of a microphone and loud speaker. The first rough model



Showing construction of container that forms a miniature loud speaker

which Mr. Gannon constructed was made out of an ordinary, liquid-tight, pint fibre can, commonly used for retail packing of ice cream. In collaboration with the Sefton National Fibre Can Co. of St. Louis, who are exclusive manufacturers of the "Toy Talkie," the final form and construction of the toy was worked out.

The toy is made of solid manila board throughout, the sound box or amplifying device being secured by the insertion of a disc about half way down the tube with the outside disc at one end of the tube perforated around the edges to allow the sound to come through; the center disc is printed with instructions for the proper use of the device, while the outside disc may be printed with advertising copy. The toy successfully imitates broadcasting of any vocal nature, as the "announcer" may hum, sing, or talk through it as his fancy dictates.

This toy has just been put on the market and apparently is destined for a big success because it makes an appeal to the prospective buyer.

Weights and Measures*

A Non-Argumentative Dissertation on Conditions That Exist in One of the Branches of Packaging Work—A Consideration of the Flow of Products

By J. L. FERGUSON

President, J. L. Ferguson Company

A subject that could be dealt with forever, as far as discussion is concerned, and part of which we should know a little about, is one of interest to our customers and also to me. Therefore, if we both understand, we will not attempt to make any laws,



J. L. FERGUSON

formulas, or high-brow calculations that may bring on us the wrath and criticisms of atom-handling professors and the like, but will give us a basis of commercial weights and possible accuracy in regard to packaged goods.

Please believe me when I say I am not desirous of creating an argument about the following: Accuracy of weights in dry,

semi-dry, granular or pulverized materials such as sugar, flour, beans, rolled oats, soap flakes, gum drops, pulverized manure, popped corn, etc.

Ordinarily the packers of dry or semi-dry products invariably think of weights of the same in packages, in ounces, pounds, grams or similar units of weight, while in their factory they are packing other items that are liquid or semi-liquid and, if you will recall, these cans, jars, tubes, etc., are generally marked in ounces, also. Now if we can, or if required to mark weights on packages, we should give the packages the best commercially accurate weights possible.

I feel that specific gravity accuracy of product determines accuracy of weights. Nearly all liquid or semi-liquid is measured and nearly all have a standard of specific gravity that is the basis or standard of the producer or trade. You will find the liquids run fairly uniform as to weights and, in my opinion, the thinner is more accurate and the thicker is more variable. Re-

garding the semi-dry products, I am of the opinion that it is less constant in specific gravity than the dry. Also the larger the particles the greater is the hazard in weights, and the smaller the pieces the more accurate are the weights. We must carefully consider the time element in all of the above. As an illustration, we will fill a pint can from a faucet that is two inches in diameter and twenty pounds pressure. To open the faucet fully it will be difficult to exactly fill the can, but with a faucet one-eighth inch in diameter and open full we can get it almost exact. By this I am trying to illustrate the difference between a large stream and fine stream of liquids and dry products. An hour glass, some of which are perfect, has a sized hole with a dry, non-clogging uniform size product and is a good picture of uniform stream. Take a large mouthed bottle of olives, turn it upside down and drain off the liquid, and maybe no olives will drop out. But reach in and disturb one or two and a flock of them rush out. But, if bottle mouth was smaller—that is, if it was a little larger than the olive—it would be difficult to get them out except by coaxing.

Few of us seriously consider the basic facts about getting weights in packages and generally leave it to experts who make and sell packaging machinery, and these birds seldom know what it is all about. They may know more about it than you or I, but we carefully guard our statements about intimacy with automatic scales.

To eliminate questions or to avoid having this train (freight) of thought disturbed (Lord bless you for keeping still at this time) we will take a bushel of oats and say they weigh thirty-two pounds. We will pack them in eight-ounce lots and weigh each lot of eight ounces on an automatic scale at the rate of ten a minute, which means six seconds per cycle of scale. This scale is mechanically operated so that half the cycle is used for putting the product on or in scale, and half the cycle, or three seconds, is used for taking product off or out of scale. Therefore, in three seconds we have to deliver eight ounces of oats, and if the 512 oz. of oats equals 2150.42 cu. in., one ounce equals 4.2 cu. in., or eight ounces equals 33.6 cu. in. If we feed 33.6 cu. in. in three seconds we feed at the rate of 11.2 cu. in. per second. If the stream is one inch in area we will have to deliver a stream 33.6 in. long. If the distance from shut-off to where the product lands is five inches we will have in the air approximately (not figuring acceleration

* Reprinted with permission from *Packomatic*, December, 1929, and January, 1930, issues, published by the J. L. Ferguson Company.

of gravity), one eighth of the eight ounces or one ounce, and if specific gravity is off 10 per cent, that is, if the oats weighed 35.2 lbs. per bushel, the stream in the air would be 10 per cent heavier or one tenth of an ounce that the lot would be over-weight. And if the oats weighed 28.8 lbs. per bushel the stream in the air would be 10 per cent lighter or one tenth of an ounce underweight.

THE stream in the air, as it is called, is never weighed—the scales are set so that they trip off or shut off feed of them before it lands. It takes some force or momentum to unhook a scale feed, that is, we must have scale bucket or platform moving down forcefully enough to release the very delicate (but nevertheless an interference) mechanism that operates the shut-off. There are some gravity scales that don't shut off but the stream is diverted and practically the same effort and principle are used to trip.

If the same scale is to run thirty a minute we will necessarily have to feed a stream of 8 oz. or 33.6 cu. in. in one second or half the cycle, and if the stream is 3 sq. in. in area we will have a stream 11.2 in. long. If five inches of this were in air we would have, for easy following, say about three ounces, and if specific gravity was off 10 per cent the weight would be off 0.3 oz., which is about three times the error it would be at one-third the speed. Therefore, it seems we must use as small a stream as is possible and practical, also allow as much time as is consistent with the accuracy required.

It is almost a personal question to ask a manufacturer how constant his product is in specific gravity, but if I remember correctly, the manufacturers of steel beams, which are very accurately made, figure a variation of 10 per cent in steel merchandise as to weight as customary. There are not many packaged products that the manufacturers allow to run with such variation especially in small package goods of three pounds or under.

If a measuring device is used for dry or semi-dry free flowing materials and the specific gravity does not fluctuate rapidly the more satisfactory and less troublesome is the machinery for placing it into packages. Say we take the oats as an item and eight ounces in a lot and we are going to measure them. Eight ounces at 32 lbs. per bushel equals 33.6 cu. in., and using a cylinder of 8.4 cu. in. area by 4 in. deep we would have a well-balanced compartment, that is, in dimensions. Properly constructed, designed and operated this measure will give weights as consistently accurate as the specific gravity is constant.

WHEN we consider that very expensive liquids are measured, also some very expensive dry products, it would seem possible to measure more of them. If the makers of dry or semi-dry products would use a device similar to the grain buyer's test scale for the same purpose the liquid makers use a Baumé gauge or hydrometer, the possibility of a measuring device would be unlimited for commercially accurate weights.

Take any large objects, say lima beans, gum drops, hogs, humans or sugar beets. Put some lima beans in a

bin, then make an opening just large enough so that a steady stream will run through. This will be or should be the running size stream. The same with sugar beets or wheat, therefore we will find some relation between the dimensions of the particles and opening through which they will run freely. Power feed will modify this but this type feed has its limitation as to thickness of stream in relation to the dimension of pieces handled.

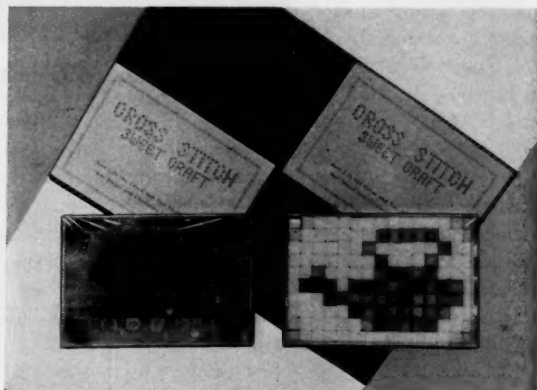
Interlocking pieces of product, as well as soft elastic pieces, differ entirely. Interlocking pieces of product, as well as soft elastic pieces, change entirely the method of handling. Many items are manufactured in a regular arrangement and in such a way that they lend themselves to portioning ideally but many of them are sort of binned or accumulated and delivered to the packing machine and then comes the trick of unscrambling the eggs, as it were, and this at best is a job. Often times the manufacturer can without difficulty pack the stream of his product without any accumulation and this method where possible is better for the product and more economical.

The machine manufacturer's interest as represented in the unit production cost is about $\frac{1}{2}$ per cent. The effort necessary ordinarily to place machines properly is enormous and I am often led to believe that all of the money some firms ever made was through the purchase of packaging machinery. I am convinced that packaging machinery manufacturers have to be a combination of artistic temperament and intestinal fortitude. Lovely traits, both.

Cross-Stitch Packages for Sugar Products

THE Crystal Studio of Ottumwa, Iowa, employs interesting packages for Cross Stitch Sweets. As can be seen in the accompanying illustration the novelty of these products lies in the method of arranging the colored candies and sugars in a cross-stitch design.

An all-over wrap of transparent cellulose printed in a cross-stitch pattern in colors is used over the lower half of the box. The cover is in pale green with green lettering in cross-stitch design and suggestive of the character of the contents. These packages are easily adapted to many types of display.



Transparent wrappers protect contents when cover is removed

Packaging and Distributing a Perishable Product

The New York Eskimo Pie Corp. at Brooklyn Utilizes Seven Different Types of Packaging in Distributing the Product

By HOYT D. LUCAS

Research Development Division, The New York Eskimo Pie Corp.

THE packaging end of the Eskimo Pie volume business may be dissected into seven essentially different steps or phases upon which the successful distribution plan for this unique product is based.

The use of modern packaging equipment to wrap the individual pie, alone represents a problem completely revolutionizing ideas developed in handling a finished candy bar (the nearest analogous product) with generally a firm body. Packing the output of five wrapping machines into a two dozen pie box mechanically has never been successfully accomplished by any machine on the present market, which is the second phase of our problem. The third phase is wrapping of eight boxes together for a convenient distribution package either into or out of

cold storage space as well as into or out of a fleet of 175 special delivery trucks and motorcycles covering eastern sea coast cities. The fourth phase is the 96-dozen cartons for a storage or long distance shipping package. The fifth phase deals with the refrigeration of packages for delivery and is essentially a problem in itself with three distinct phases, namely, distribution systems, retail surplus storage facilities, and direct to consumer Magic Jars. Hence every cog in the finished package cycle must function without fail or all the careful work of the production end is destroyed and the public

does not receive a product in perfect condition.

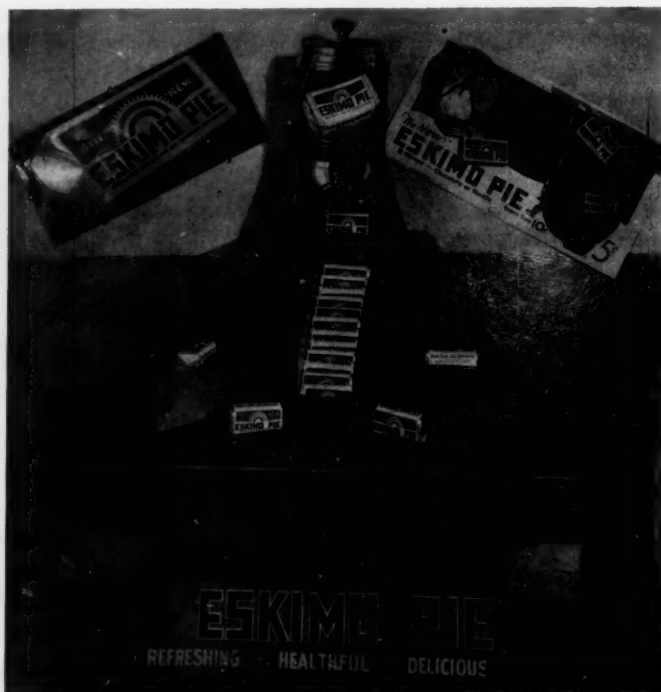
The plant itself is a five-story building of white stone with sunlight accessible at all times, from all sides, with a mezzanine and sky-lights on top of that, approximately

120 feet square and worth seeing in itself. Daily we receive and pump the fresh cream and milk to clean glass-lined tanks capable of holding 4000 gals. as well as 3200 gals. of fresh sugar syrup. Other glass-lined tanks hold 17,000 gals. of ice cream mix ready for the freezer.

Over 87,000,000 were sold last year in six months' actual operation, actually six pies per capita or one pie every month (but actually during three months of hot weather) with 20,000 outlets awaiting our first service after completely remodeling the plant to take care of our

unanticipated demand. This will explain why our greater needs had to be anticipated by fast packaging equipment.

ALL pasteurization storage and freezing is done on the top floor. The frozen ice cream is dropped from solid nickel-silver freezers through a Monel metal spout to an enclosed depositor that starts 500 pies per minute through hardening tunnels on third floor. These tunnels drop down to the second floor where pies are ejected for enrobing and the beginning of the packaging process



Lower carton contains ninety-six dozen pies. Smaller packages and individual pies are shown above

which finishes in cold storage on the first floor.

To enable you to understand the distinct problem confronting the packing division, let us outline briefly our production end.

Sanitation is the keynote of our success in producing ice cream with a bacterial count less at times than certified milk. After pasteurization all processing is mechanical in our new million-dollar plant. Four units feed ice cream bars to the packing room, each unit being supplied by two freezers, each capable of turning out 1000 to 1200 quarts per hour, 100 per cent over-run, broken down into 80 pies per gallon weighing close to one ounce each, chocolate enrobed.

The belts of each unit, 32 inches wide, delivering 16 pies abreast, present approximately 48 pies per linear foot at rate of eight foot per minute or 384 pie minimum to 480 pie maximum. Allowing for machine trouble in wrapping, five machines were installed to each unit originally wrapping at rate of 60 pies per minute. After their installation our own engineers practically re-designed machines to wrap at approximate speed of 120 p.p.m. estimating four machines in continued service to handle pies during belt travel.

During cold dry weather all pies are hard and like a column of platoons of four squads abreast, advancing continually into a dehumidified chamber at 50 degrees Fahrenheit where the wrapping machine guns soon clean them off the belt. All operators, chiefly girls, wear white uniforms and hats, changed daily, as well as white cotton gloves changing them as often as they become dirty and sticky from removing broken pies or sticking labels in the machinery. When the weather is



Chocolate coated pies leaving conveyor belt to enter wrapping machine

hot or damp and sticky, the hardening of pies undergoes its severest test, necessitating quick passage through wrapping room to hardening chamber below or the product will become liquid ice cream instead of frozen.

AS the girl passes the pies off the belt into a machine, each pie is automatically fed into a revolving wheel that throws it out on opposite side on to a paper-lined foil

(made in our own organization by Reynolds Metal Corporation) partially wrapped and carried simultaneously to a section where a glue-tipped label is next wrapped around, ends of foil closed, again passing out of machine under a set of brushes that finish sealing label to deliver pies upon a ten-inch belt running parallel to the big belt.

Here girls inspect pies for perfect wrap, telling by touch whether pies have been smashed in machine during passage, and if not, packing 24 to a box at the rate of production, lining full boxes on belt for passage to end of units.

As all the boxes reach the end they are in turn inspected for count, appearance, and general condition by older experienced girls who can handle them from all five wrapping machines, as fast as they come, completing box by tucking in cover, passing to a tying machine, and then on to a roller conveyor at right angles to units feeding to delivery shoot to cold storage located between each two units.

At this stage a boy or girl gathers eight boxes together into a shell package for protection during stacking in metal racks in hardening room at 30 degrees below zero Fahrenheit. Here after short (*Continued on page 52*)



Wrapping machine spins foil around pie, applies label and discharges wrapped pie on moving belt



Operators remove wrapped pie from moving belt and pack twenty-four to a carton

Dyeing Pulp for Packages

Groundwood and Sulphite Used—The Process Is Similar to Coloring Newsprint for Sport Extras

By GEORGE RICE

THE preparatory processes influencing the dyeing of groundwood and sulphite pulp for the type of packages in common use at the present time are considerably more specialized than they were a dozen or more years ago. I recall the days when little effort was made toward clearing stock of an excess of grease, loose tannin, or stains that might develop into discolorations when the material was finally made into packages. Containers intended for really good products often carried blotchy spots and were marred by irregularities that would not be passed now. Uniformity of the condition of the stock, the color and the finish are about as important in the average container now as are the advertising matter and the design work. If the pulp is obtained from a mill which is using old wood stock, or an inferior grade of rag stock from the junk shops or low grade cotton linters, there will of course be more or less trouble for the dyer in getting bright shades on the colored material. But if the pulp is made from freshly cut wood, clean rag stock and the better grades of cotton linters, the stock not only will bleach better in case a snow-white is wanted on it, but will dye the pale shades fairly well and the dark shades very well providing the bleaching and the dyeing are properly done. I was called in to investigate a case in which apparently good pulp stock which was intended for colored packages appeared flat and dull and uneven in color and finish, and found that not only had burnt wood been used in the composition of the pulp, but considerable acid had been left in it by the manufacturers.

You cannot get a lily white or an efficient color on stock which has been or is affected by an acid. I have worked in sulphite pulp mills in my time and know that sometimes the management does not see to it that the pulp is sufficiently washed before it is delivered. The technical supervising force in the modern pulp mill, however, usually is more alert and experienced, and washed pulp is not so likely to get by as formerly. Some of the package makers possess their own sulphite mill, but as a rule the pulp is purchased ready for use. Some of the package makers not only buy the pulp ready washed and bleached, but buy it already dyed, thereby

saving the trouble and expense of operating a dyeing plant.

LONG ago I worked for a boss dyer who carried practically all of the dye receipts and color data in a small note book which he carried in his pocket. The other day he visited a dye plant in which stock is colored for newsprint and commercial packages and was shown how dye receipts and color data have increased in volume to such extent that a regular cabinet with archives, private drawers, secret pigeon holes and similar contrivances were used to hold an endless list of formulas and instructions for producing the innumerable number of colors and tints demanded on package stock in the present colorful age. Many of the colors were patented or protected through secrecy.

Some of the colors which are made from these formulas are produced on precisely the same principle as used in making the various shades of pink, green and blue for the colored newsprint trade.

Other colors are made specially for the box industry by a system involving the use of automatic mixers in which the ground wood and the sulphite pulp, the color and related ingredients are simultaneously worked. That is, instead of dyeing the stock in a beater, the dyestuff is first applied to the groundwood pulp and is thoroughly mixed with it before running the latter

in with the sulphite. In most cases pretty strong basic colors are used. And precautions should be taken to have a thorough dissolving of these colors before applying them, even though they naturally have a strong affinity for groundwood pulp and an even stronger affinity for sulphite. In one mill where they did not get satisfactory results, the dyer failed to mix the powder well with water and simply made a weak paste of it which he threw into the color tank with the stock before the steam had been on long enough to be effective. That is, he worked his vat in such way that he caused live steam to come into contact with such a poorly prepared color mix that the heavy portions of the color never got a chance to dissolve completely and it remained in a doughy state throughout the dyeing

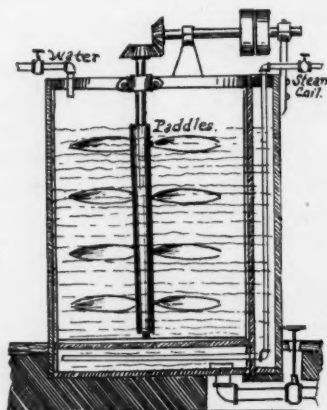


Fig. 1. Color tanks are equipped with mechanically driven paddles and a steam coil for dissolving the color

operation. In fact, some of the paste-like masses never did dissolve and therefore their dyeing possibilities were nullified from the start.

THE field of creative art in package design gets a good start in the plant where the stock is colored, whether it be in a dyeing plant in which only dyeing is done, or in a dyeing plant connected with a factory in which modern packages are made for the trade.

Fortunately for the package industry thousands of more commercial things are being put up in package form every season than in previous seasons, so that the producers of the pulp stock, the dyers, the designers of the trade marks and the patterns, and the makers of the containers as well as the distributors are doing more business as time progresses. The color tanks of course put a solid color on the stock, but this solid color often is only a base color for several other colors in the form of designs or printed inscriptions.

We have seen a number of tanks in operations, nearly all of which operate on a similar principle, in that they are fitted with paddles something after the order of the mixing apparatus shown in Fig. 1. These paddles are driven either by an electric drive or by a belt drive from an overhead shaft. We saw one outfit in which the necessary agitation was produced with paddles operated by a hand crank. There has to be a steam coil for dissolving the color and some skill is needed in getting the proper consistency in a batch of color made with the basic dyes, or in fact any dyes. But no man can color any kind of material with any kind of dye unless he has skill. Not only skill in preparing the colors, but skill in caring for the equipment. We saw bad work going on in one plant because they possessed but one machine and this machine had to be used for dyeing various colors, which might not have been so bad if the dyer was not careless in cleaning out the tank after each processing. He ought to have rinsed out the tank with a solution of chloride of lime, instead of simply turning a hose stream into it.

When light colors follow dark colors in the same tank, I would eliminate any chance of staining the new stock by sousing out the tank with a light solution of hydrosulphite.

AS to the dyes themselves, it is not necessary to go into details concerning them, as all of the standard colors are readily obtained from the dyestuff and chemical firms, accompanied with directions how to use them to get the desired depth of shades. Some of the lighter shades can be made with a few ounces of dyestuff per ton of the stock, while other shades require a number of pounds per ton. The dyer will be given a sample to tint or match and he will have to use enough material to cover the pulp well or his work will be faulty. He may be running on a creamy natural white or a blue-white. The pinks, the blues, the greens and the yellows are all popular, in their various depths of tones, and it requires a pretty good man to get satisfactory matches with every kind of pulp that comes to hand. Some of the pulp

mills are situated where they have to use hard water and to soften it as much as possible they use plenty of alum, usually forgetting that the presence of this alum in the stock will tend to darken many of the colors even when the colors are competently applied by expert dyers. Alum, when used in excess in a pulp mixture will precipitate certain particles of solid matter which will turn up as a decolorizing medium under certain conditions during the process of coloring the pulp. So the dyers of groundwood and sulphite pulp for packages or for other purposes have their problems to solve.

Nevertheless, the packages of the present age are usually beautiful to see, and their use has taken hundreds of lines of staple goods out of obscurity and made them good sellers. A manager of an extensive chain store system told me the other day that thousands of his customers who would not buy foods or confections which had to be scooped up by hand or with a platinum trowel, were buying these products in considerable volume since he had had them put up in cardboard display containers, the actual value of which was but little more than the flimsy paper packages which the salespersons formerly had to make up while the customer waited.

Putting Life into the Package

THERE is nothing especially interesting about seeing a man standing still. But let him do something—run, jump or shout, and he immediately attracts attention. And what is true in life is even more true in pictures. An interesting example of how the attention value of a trade character can be increased by injecting the element of action is found in the new half-pound "Baker Boy" Saltine package recently developed by J. S. Ivins' Son, Inc., of Philadelphia, Pa.

For many years J. S. Ivins' Son, Inc., have used the Ivins' Baker as a trade character. Generally, however, the pictures have shown only his head and shoulders and he has been a static figure. In designing the Baker Boy Saltine package, it was decided to give the Ivins' Baker new life and show him in action.

Accordingly, a full-length figure of the Ivins' Baker running at top speed was worked out. The figure is white against a red background and when displayed on the grocers' shelves gives the impression that the package is fairly rushing out to meet the customer. This is the style of package that grocers like to handle.

An interesting folding display featuring the same trade mark is provided for the use of the retailer in arranging window or counter displays of these packages.



The new trade mark suggests action

Packaging Machinery Speeds Distribution

Shipments of Large Quantities of Shoes Are Handled by a Battery of Wire Stitching Machines

THE smooth steady purr of your straight 8, the even flow of power that lifts you over the steepest hills depends largely upon the exact quantity of fuel being delivered at the exact moment to each of the humming cylinders. Should the carburetor fail for an instant in its work of delivering fuel—the result is apparent at once in the action of the engine.

The output of the eight Thom McAn shoe factories is distributed in precisely the same manner to the four hundred and fifty Thom McAn stores in two-hundred and fifty cities from Main to Texas, from Colorado to Florida. The distribution is done with machine gun precision and regularity by the enormous warehouse and distributing plant at Worcester, Mass. The plant is conveniently referred to by the symbol WAM.

The six million pairs of Thom McAn shoes that went out to the public in 1929 were shot out from WAM to the four corners of the country by rail, air, water and motor truck. The mechanism at WAM that supplies the needs of this busy chain is of great interest even to the casual observer.

Eight ceaseless streams of shoes from the factories at Nasua and Manchester, N. H., are devoured by WAM, converted into individual shipments by an ingenious automatic tabulating system and sent out in four hundred and fifty streams to the stores.

When the shoes arrive at WAM they are placed on a conveyor which delivers cases to the surplus department on the second floor at the rate of fourteen per minute.

These are checked in automatically and counted as they pass a given point on the conveyor, without a second's loss of time. Any case needed downstairs in the active stock (where orders are filled) is switched at a point near a chute, and is actually in a bin, open, and ready for the "pullers," in less than five minutes after it enters the building. The "pullers" work in teams of two men each. The order from a store comes to these men from the office through a pneumatic tube. One of the team pushes a "pick-up truck" with opened cases on it, his partner pulls the shoes from active stock and places them directly in the cases. No walking to a packing counter, no lost motion. One pulling team alone pulls more than twenty-three thousand pairs of shoes per week.

WHEN the cases are filled they are "sewn" shut by wire stitching machines. These wonderful machines seal four cases in the time formerly required with glue and tape to seal one. Each stitching machine "sews up" nearly ten thousand cases of shoes each week. As the cases for a certain store leave the stitching machine the stenciler pulls the addressing stencil for that store from a rack beside him. As the case passes the stenciler, he, with a self-filling ink brush, stencils each one without halting the cases in their travel to the loading platform, cases passing on a leather belt conveyor at the rate of eighty feet per minute.

WAM is the gigantic carburetor that feeds four hundred and fifty rapid fire cylinders, (*Continued on page 58*)

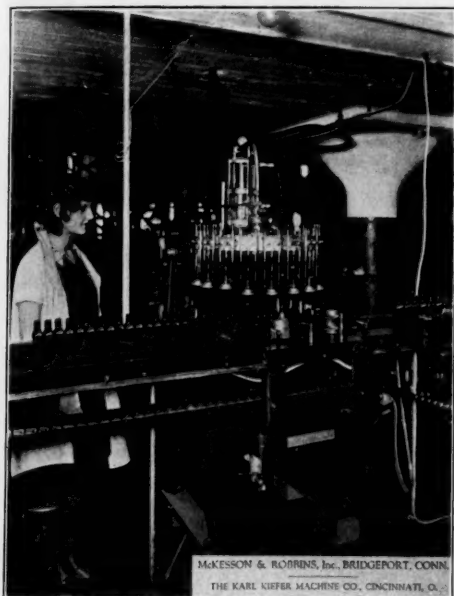


Filled cases are machine stitched



Stitched cases pass on for stenciling

Again — Kiefer Performance

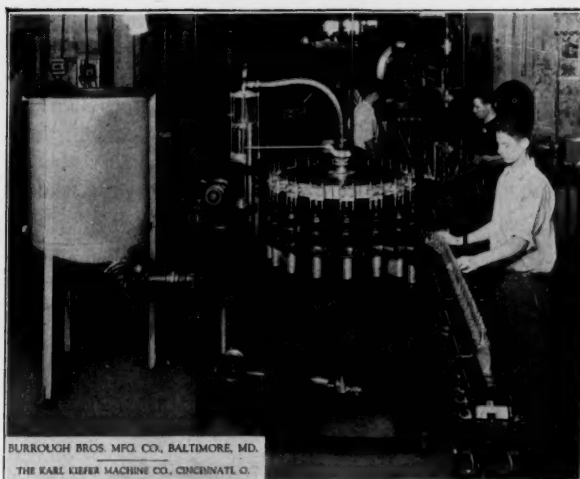


Kiefer Automatic Rotary Vacuum Filling Machines are the keystones of production in two of the most modern and best equipped plants in the country. Three 18-Stem Machines are used by McKesson & Robbins (see upper illustration); one 16-Stem and one 8-Stem by Burroughs Bros. Mfg. Co. (see lower illustration.)

These plants were planned and equipped with the cooperation of Kiefer engineers. Filling machines, cappers, labelers, conveyors, etc., being installed with perfect synchronization of the various units into a system of the most practical and lowest cost production methods.

Hundreds of other plants have made use of this Kiefer service. Do you know that you are doing your work at lowest cost? Call in a Kiefer engineer and find out.

Again — Kiefer Service



Nearly 200 Kiefer Automatic Rotary Vacuum Filling Machines are filling liquid products of all kinds: light, heavy, foamy, syrupy, etc. Bottles as small as $\frac{1}{4}$ oz. are handled and as large as 40 oz.; glass sprinkler top bottles; small cone top cans.

Neat, accurate bottling at high speed.

Made in six sizes.

Write for catalog, list of users, and letters of recommendation.

The Karl Kiefer Machine Company Cincinnati, Ohio

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

Packaging and Distributing a Perishable Product

(Continued from page 47) storage, men take the eight box packages and pass them out to salesmen of our 150 truck fleet, local delivery system, or to long distance trucks after packing in cartons holding 96 dozen pies.

Before we consider packaging of delivery systems let us see what happens to moulds delivering pies to belt. After pie ejection they pass up through a cold water spray chamber to remove any soft ice cream remaining, then through a steam sterilizing chamber, and finally through a warm drying chamber from which they travel sufficient length back to start of circuit where depositors fill the sixteen german silver moulds. Then all during the night another crew of expert cleaners thoroughly scrub all the moulds and sterilize with live steam before using again each day.

EVERY noon during lunch time, a crew of mechanics and cleaners go over every machine to adjust and clean off all spattered ice cream and chocolate from crushed pies to insure perfect sanitation of wrapping equipment by every human means possible, as well as again between shifts of day and night labor, for we run sixteen hours a day during peak summer season. Every morning the sanitary department goes over all equipment checking up on the cleaning crew and not a wheel turns over until everything is as spick and span as your kitchen.

Our personnel covers the inspection of all our sources and if we find the least bit of dirt in any of our raw materials and it is not immediately rectified, that source of supply is immediately closed and never reopened. For a young organization we are well protected in this department by men experienced in the production of all our raw materials, in some cases more than the manufacturer is himself, hence we often give advice saving other firms countless dollars in good-will and better product. This includes adhesive we use on wrapping machine labels as well as labels themselves.

Packaging of dry ice has developed into an important phase very essential for success of pie package service. Delivery systems themselves utilizing dry ice at temperature 140 degrees below zero will create unnecessarily low temperatures unless some control is exercised over the refrigeration unit. How much ice is necessary to hold truck at 20 degrees below zero 24 hours and how much insulation should we use to maintain this temperature and not have dry ice ratios run higher than pie packages carried warrant? That is a research division problem.

Storage of pie packages in reserve cases of dealers presents another problem of similar nature, the ideal being to hold pies at minus 20 degrees until ready to service the Magic Jars.

PACKAGING of the small pellet for Magic Jar delivery of pies to consumer is another problem different to storage or delivery system. Here we have to refrigerate

pies for a period of twenty-four hours or more so that they go to consumer never colder than zero degrees, and always below plus ten Fahrenheit. Our research division in conjunction with different paper sources have finally developed a paper that will meet all requirements of being nearly gas-proof, tough, and take a perfect seal. Let us describe our wrapping machine.

Here again we had to develop our own machinery to cut over 10 x 10 x 10 blocks of dry ice as received into the small pellet. First the block is cut by a band saw into slabs; then passed to the next band saw that reduces slabs to square blocks; and again passed to a gang of circular saws, cutting out regular size pellet from block ready for wrapping machine. This cutting operation eats into a lot of profit and unless dry ice is handled intelligently, the ice bill will be higher than the pie profit.

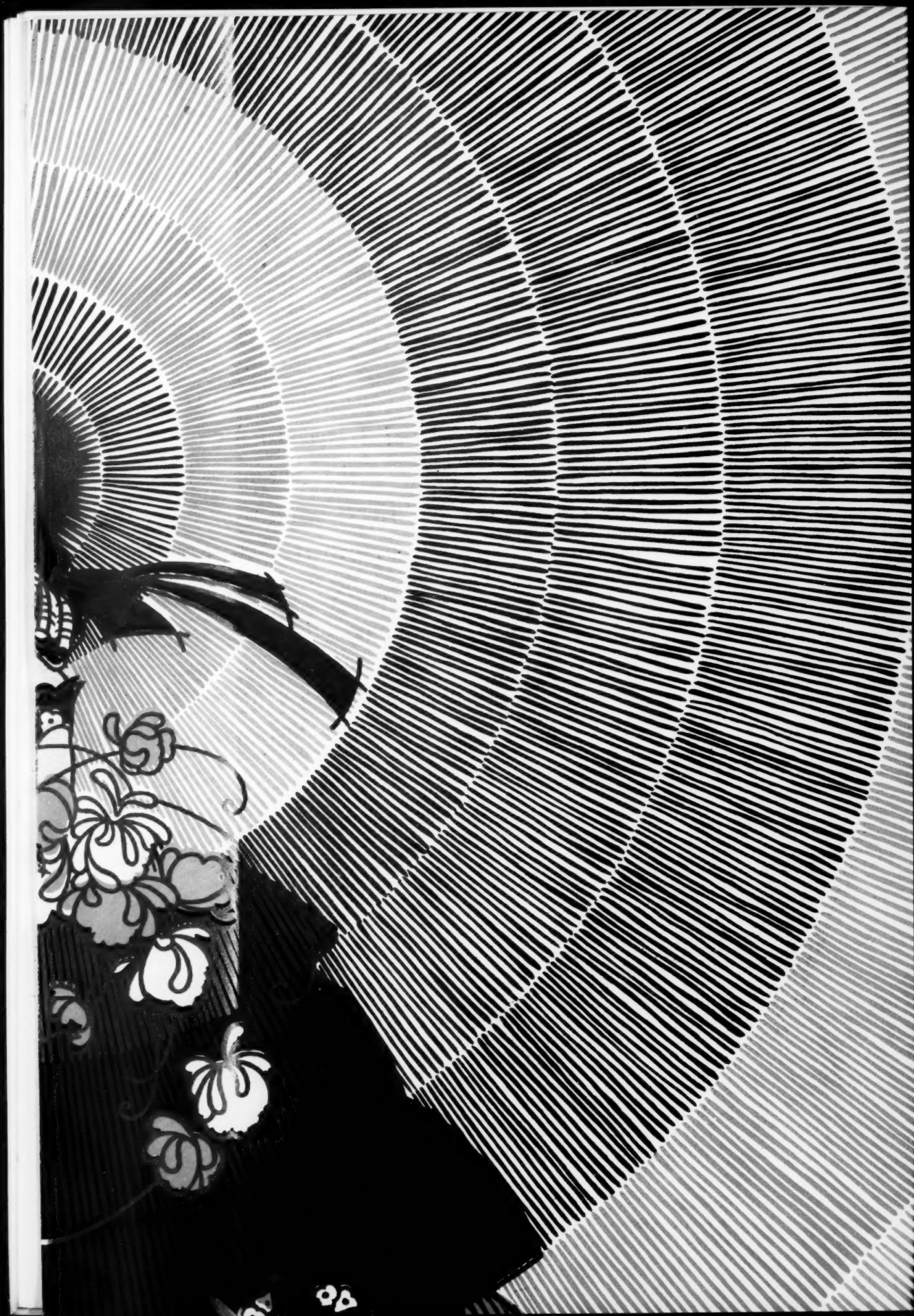
Our pellets are fed into wrapping machines capable of handling 60 pellets per minute. What wrapper can we use that will give service at such low temperatures, be strong enough not to tear or stick to cold surfaces, take adhesive and give a perfect seal? If pellet paper is torn by machine or breaks on corners due to its brittleness it is not serviceable and must be re-wrapped, as a torn wrapper is no better than none at all. Again, if the seal becomes loosened after folding mechanically, an opening occurs that makes an exposed surface. These factors allow pies to be hardened too much at start and not enough at end of run. You can well estimate amount of savings or loss this ice problem runs into with dry ice in its infancy. When a perfect seal is obtained the wrapper will blow up like a balloon and allow gas to percolate through its pores slowly and in this manner render perfect service of ice from a perfect package. When an imperfect package occurs, the driver has to give return credit for poor pies and his sales fall off that day.

This educational service has to be developed and continued every time we open a new route or take on a new salesman who in turn must exercise tact in educating the retail dealer that the dry ice package must be left alone if full service is to be expected.

We hope this year to package our ice cream in a chocolate coating that will melt in your mouth as you consume the pie and we must say one word regarding our Magic Jar. The success of our Eskimo Pie package has been simultaneous with the development of this means of a small refrigeration unit, suitable to the smallest counter space available and wherever you see the orange jar on Eskimo shoulders you should always find an Eskimo Pie with the name plainly printed on the label.

THE Interstate Commerce Commission has rescinded the Second Class rating for oiled and waxed wrappers, printed and cut into sheets as adopted by the classification committee and has agreed to publish Third Class rating on such printed waxed paper in the next Classification. The Saniwax Paper Company Traffic Bureau, the Kalamazoo Vegetable Parchment Co., the American Waxed Paper Association, and others, are entitled to commendation for success in securing the reduced rates.





MISS MODERN
Fathered by
Heywood

Heywood
the d
factures
original
finished p
done und

26th Street

N



Heywood Singer

Heywood not only creates
the designs but manu-
factures them from the
original sketch, to the
finished product—all work
done under one roof—

6th Street at 9th Avenue
New York.

R. R.

Heywood

Philadelphia Office:
MR. JOSEPH BROMLEY
914 Drexel Building
Philadelphia, Pa.

Heywood's Keynote

Simplicity and Charm

GET inside enough through HEYWOOD'S coloring and lithography to present a package that will command attention — no matter what your package, and wherever it is put on display.

Catering to the modern trend — that of simple forms with color movement predominating — resulting in a wrap with unusual merchandising possibilities.

To get the full effect of this wrap — remove from this book and put over your present box. Let us help solve your packaging problems.

We are especially equipped to design special packages and also carry a large stock of new designs on hand.

Manufactured by

R. R. HEYWOOD COMPANY, Inc.

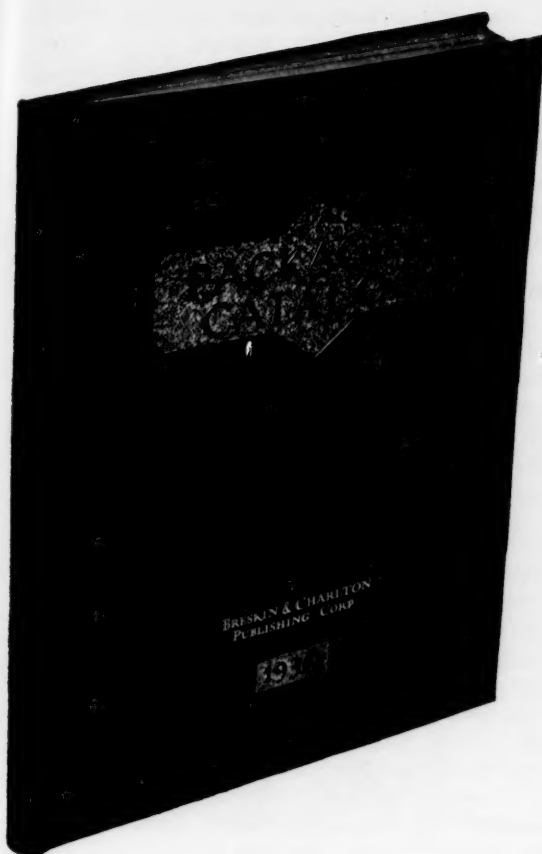
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914 Drexel Building
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California Office:
MR. A. H. WERNER
615 Dorien Way
San Francisco, Cal.

Chicago Office:
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Needles and Haystacks

Do you buy things?
Of course.

Do you know where to
find all the necessary
information?

Well no-o-o!!!

WHY labor through an avalanche of catalogs, bulletins, circulars, and what not in order to get the facts? The same materials, issued by the same concerns, is to be found, boiled down to essentials in the **PACKAGING CATALOG**—a ready reference book on all phases of packaging—so arranged—so condensed that you can find the information you want in a jiffy.

The 1930 edition of the Packaging Catalog is now ready for distribution. \$5.00—the cost. But free with a 2-year subscription to **Modern Packaging**. That's our present to you.

Breskin & Charlton Publishing Corp., 11 Park Place, New York, N. Y.

Please enter my subscription to **Modern Packaging** for two years—cost \$5. I am to get a copy of the 1930 edition of the **Packaging Catalog** free of charge for this subscription. As soon as I receive the **Packaging Catalog** you may bill me for the subscription.

Name.....Position.....

Company.....Business.....

Address.....

City.....State.....

Washington Correspondence

THE Trade Practice Administration of paperboard container and folding box industries has been established with offices in the Transportation Bldg., Chicago. I. W. McLean has been appointed administrator.

THE *Commercial Standards Monthly*, Jan. 15, 1930, advises that the Division of Simplified Practice of the Department of Commerce has prepared a questionnaire for mailing to manufacturers of bottles to ascertain the production volume of the various sizes, shapes, capacities, etc., of drug and pharmaceutical bottles. The survey will cover the year 1929 and a consolidated report will be prepared showing the total production on each size, capacity and shape of bottle used for prescription and for general purposes, respectively. The consolidated report will be studied by the joint committee with the view of developing a recommendation for the consideration of a general conference of all interests under the auspices of the Division of Simplified Practice.

A general conference on packaging of flashlight batteries was held in Washington, D. C., Dec. 20, 1929, and approved a plan for packaging large and small flashlight cells. The recommendation of the conference has been referred to manufacturers, distributors and organized users for approval and will be published as a simplified practice recommendation if adopted by those concerned. The need for a uniform system of packaging was suggested by Dr. E. I. Newcomb, secretary of the National Wholesale Druggists Association. At his request, the division of simplified practice called a meeting of manufacturers of flashlight cells and with their co-operation developed the proposal which was approved at the general conference. In accordance with the usual procedure of the division, the conference approved the appointment of a standing committee for the purpose of enlisting the support of producers, distributors and users, to maintain interest and adherence by keeping the program abreast of current requirements through periodic revision.

THE United States Patent Office has affirmed the decision of the Examiner of Trade Mark Interferences in the case of Walker-Gordon Laboratory Co., on appeal, covering the use of a cap for milk bottles. The applicant appealed from the decision of the examiner denying registration of an alleged trade mark for milk which is defined as "consisting of a substantially silver-colored cap for milk bottles." The samples indicate that the milk bottle cap is of tin foil or of similar metal, the natural color of which is silver-like.

The examiner denied registration on the ground that the mere color of the container of the goods or of a substantial part of it, as the cap of the bottle, is not a trade mark for the goods.

"It is well settled," the decision reads, "that mere color,

aside from sole particular symbol or design, such for example as a circle, square, triangle or star, cannot constitute a valid trade mark. It is a matter of common knowledge that tin, tinned iron, and tin foil bottle caps of the 'crown' type have been widely used for a generation upon a multitude of different shaped glass liquid containers or bottles. Substantially all of these caps are silver colored save where they have purposely been given some other color."

THE net weight of a can of mushrooms may now include the weight of the liquid, according to the Food, Drug and Insecticide Administration, U. S. Department of Agriculture, which announced a change in the regulations, effective December 16. Formerly the net weight included the drained mushrooms only.

Reasons given for the change are that the liquid has food value and that it is ordinarily used as food. The new regulation does not permit the weight of drained mushrooms per can to be decreased, however.

Following is the notice in full to the mushroom packers:

"Because the liquid packing medium in canned mushrooms has a certain food value and is ordinarily utilized as food, no objections will be made to marking the net weight of this product in terms of total weight, liquid included. When such markings are made declarations of drained or cut-out weight will not be required, but in every instance cans should be well filled with mushrooms and the drained weights should equal or exceed those specified in Item 270, pages 90 and 91, Service and Regulatory Announcements, Chemistry 22."

IN the case of *ex parte* American Bread Wrapper Co., on appeal (application for trade mark for thin waxed paper wrappers for bakery products filed May 24, 1926) from the decision of the examiner denying registration, the United States Patent Office has affirmed this decision, as follows:

"This trade mark consists of a substantially white marking or pattern applied on the surface of a translucent substantially white waxed paper whereby only a slight contrast is afforded between the pattern or marking and the plain portions of the paper and the marking is somewhat inconspicuous and more or less distinct according to the color of the object over which the wrapper is placed. The mark is used for thin waxed paper wrappers for bakery products.

"The ground upon which the registration was refused was that the mark is a mere ornamental design incorporated in the wrapper as an integral part of it and the purchasing public would not recognize it as indicating ownership or origin of goods. The examiner has also objected to the character of the disclaimer holding that no manufacturer may obtain exclusive right to words printed in white upon a white paper.

"It is not thought that the registration can be accepted as a standard or as indicating such an interpretation of the trade mark statutes as will help the applicant's case. It is deemed that the applicant has a mere ornamental design."

**THEY KNOW IT
LOOKS BETTER...**



**... YOU KNOW IT'S
CLAY COATED...**



ANY ATTRACTIVE design in color for a folding container undoubtedly has been prepared to compliment and identify a product, to suggest its quality and desirability, to make it *more salable*.

But will it accomplish all this? Not without the help of a suitable box-board—one that will reproduce half-tones and process colors sharply, cleanly, brightly—one whose surface is satin smooth—whose structure assures folding strength and durability.

In a good *coated* stock you will find the essential advantages to compete for the eye of the modern buyer successfully. It is natural that so many nationally sold products should be packaged in

RIDGELO CLAY COATED FOLDING BOXBOARD

Made by

LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT & SON
32 Front Street, W. Toronto



Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.

A new process for forming greaseproof fibre containers has been obtained by D. G. Bagill under U. S. Patent 1,689,593, Oct. 30, 1928, and assigned to the American Can Company. By means of this a strip of paper is passed in contact with a greaseproofing compound and then onto a forming mandrel with the greaseproofing compound in contact with the mandrel. Other strips of paper coated with adhesive are fed upon the mandrel and over the first-mentioned strip, the resultant turbine being simultaneously rotated and advanced on the mandrel. The winding pressure causes the greaseproofing material to enter all the interstices of the paper and to impregnate thoroughly the body of the paper forming the inner ply of the container.

PACKAGES made and sold by members of the veneer fruit and vegetable packing industry must be truthfully marked as to amount of contents. This provision is made in a rule adopted by the industry at its trade practice conference and now affirmatively approved by the Federal Trade Commission as condemning a violation of law.

The rule as approved is as follows:

"The manufacture and sale of any short measure or deceptive package or packages in contravention of lawfully established standards for the safe and economical handling of package fruits and vegetables, or any reduction or avoidance of standards so established, or hereafter lawfully established, is an unfair trade practice."

Other rules affirmatively approved relate to misstatements by marking, advertising, catalogue description, in correspondence, or in person concerning the use, quality, material, capacity, or quantity of fruit or vegetable package; wilful interference with a competitor's contract; payment of secret rebates; circulating false statements regarding a competitor's business; discrimination in price by allowance of freight, drayage, or baling or package cost; commercial bribery; and improperly obtaining information from a competitor in relation to his business.

Nine other rules adopted by the industry were accepted by the commission as expression of the trade. They apply to such subjects as: Price quotations; prompt payments, trade discounts and transportation charges; proper handling of orders; functions of brokers, jobbers, dealers and manufacturers; discrimination through allowing unearned cash discounts; proper invoicing of goods, and other details of shipping and selling.

One rule provides for a committee on trade practices to determine whether these rules are being observed.

On a basis of production, approximately 70 per cent of the entire industry was present or represented at the conference, which was held Nov. 22, 1929, in Memphis with Commissioner Edgar A. McCulloch presiding, assisted by George McCorkle. Delegates came from New York, New Jersey, Indiana, Illinois, Michigan, Iowa, Missouri, Kansas, Arkansas, Delaware, Virginia, North Carolina, Tennessee, Louisiana, Mississippi, Alabama, Georgia, Florida and Texas.

Among Package Users

THE Mennen Company, Newark, N. J., manufacturers of shaving creams and talcum powders, in the immediate future will produce and market a baby oil. The advertising and sales program will be handled by the Joseph T. Hanson Co., Newark.

THE seventy-eighth annual meeting of the American Pharmaceutical Association and affiliated organizations is to be held in Baltimore, Md., May 5 to 10, and in Washington, D. C., on May 13.

THE Diamond Crystal Salt Co., St. Clair, Mich., and the Western Salt Co., Kansas City, Mo., and Lyons, Kans., have been consolidated. The Kansas City office of the Western Salt Co. will be continued as a branch office under the name of the Diamond Crystal Salt Co. with J. W. Patterson as manager and J. D. Stevens in charge of sales.

GENERAL Foods, Ltd., the Canadian subsidiary of General Foods Corp., has assumed the sales direction of Canadian Postum Co., Ltd., Windsor; Jell-O Company of Canada, Ltd., Bridgburg; Walter Baker & Company of Canada, Ltd., and Franklin Baker, Ltd., Montreal; and Douglas-Pectin, Ltd., with R. K. McIntosh as resident vice-president at Toronto.

THE National Dairy Products Corp. has acquired the Kraft Phenix Cheese Corp. and the following merger terms are subject to ratification by stockholders of both corporations. Common stockholders of Kraft Phenix will receive one-half share of National Dairy common and \$25 in 5 $\frac{1}{4}$ per cent debentures at par for each share held. The consolidation will add approximately \$50,000,000 to the assets of the National Dairy Products Corp., giving it total assets of more than \$240,000,000. To acquire the entire assets of Kraft Phenix, National Dairy will pay over 663,500 shares of common, \$33,175,000 of 5 $\frac{1}{4}$ per cent debentures and \$6,400,000 in cash. The cash will be used to retire the outstanding Kraft Phenix preferred stock, which amounts to 60,000 shares of 6 $\frac{1}{2}$ per cent preferred, \$100 par value.

NATIONAL BRANDS, INC., has been incorporated in Delaware to acquire ownership, in whole or part, of companies manufacturing products distributed through retail grocery stores, and has authorized \$5,000,000 of 6 per cent convertible debentures, 250,000 shares of Class A and 200,000 shares of common stock. The organization has taken over the Quaker Products Co., Philadelphia, and is negotiating for the American Dairies Co. of Detroit. Officers are: A. Victor Hughes, president of Crosby & Hill Co., Wilmington, Del., president; R. A. McKee, head of the Defiance Dairy Products Co., Defiance, Ohio, vice-president; H. Ruthven Crowley, president of the American Mint Co., Philadelphia, secretary and treasurer.

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THE MOST COLORFUL PAPER MILL IN AMERICA



Packaging For The 4th

Brilliant as the bursting rocket's glare,
colorful as the flag's crimson stripes,
toddler than firecrackers on the 4th, a
pattern suggestive of the darting flashes
of aerial bombs—all of these qualities
are attributes of Washington Brilliant
Box Cover, Pattern No. 126, one of
the Made-in-America Box Covers.

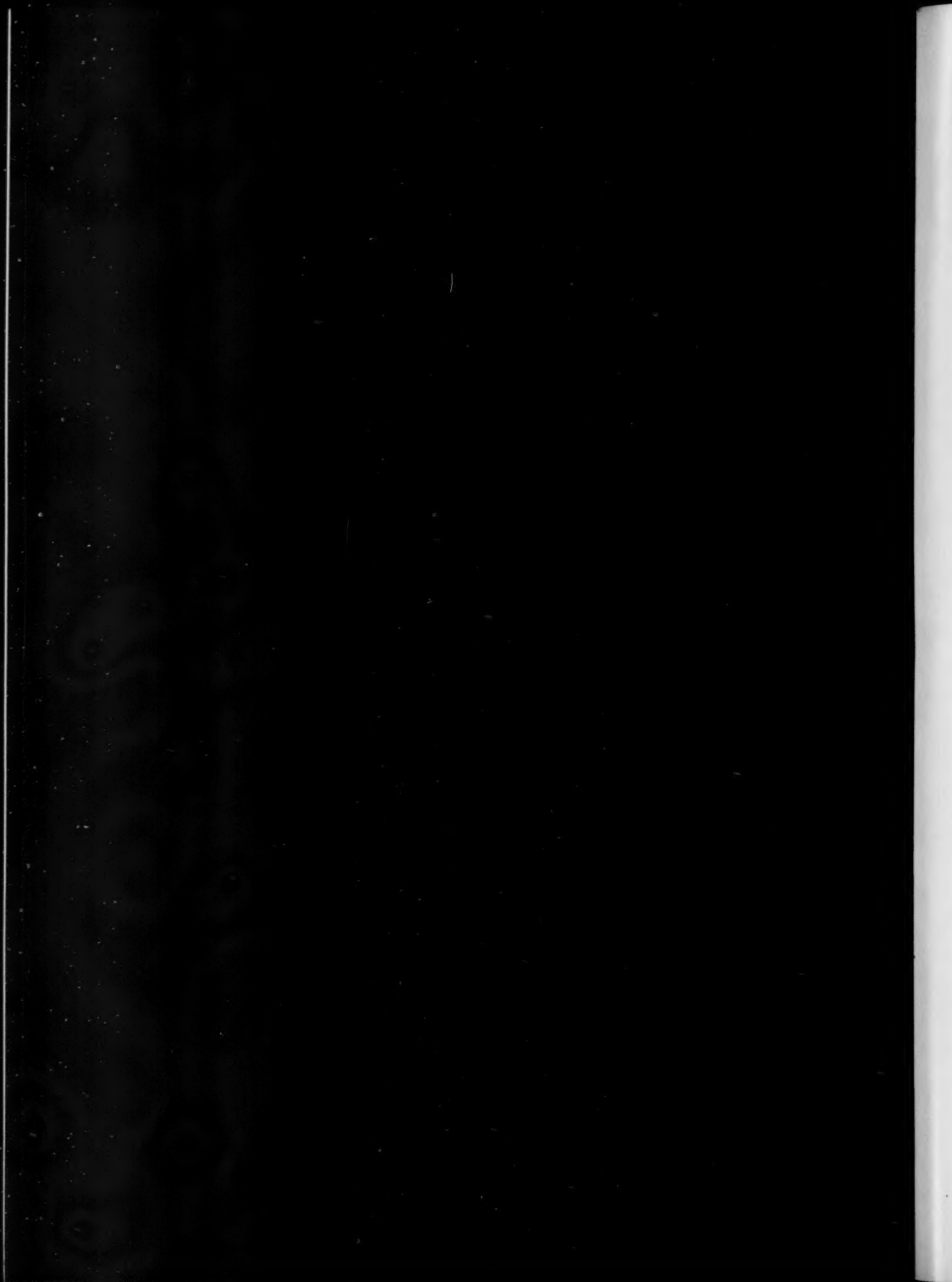
Q What other qualities could a
packager desire in a cover for
special Independence
Day packaging?

**DISTRICT COLUMBIA
PAPER MANUFACTURING
COMPANY**



10th and Grand Streets

Chicago Office
CHICAGO MERCHANTS EXCH.



Designing



Diamonds in cast-iron settings ?

-- hardly ! -- nor is it good busi-

ness to send good products to

market in poorly-designed

containers. Crescent artists are

specialists in producing package

designs of real selling power.

CRESCENT ENGRAVING COMPANY

**DESIGNERS ENGRAVERS ELECTRO-
TYPERS TO THE PACKAGING INDUSTRY**

KALAMAZOO... MICHIGAN

Among Package Manufacturers

THE Nashua Gummed and Coated Paper Co., Middletown, Ohio, will discontinue the operation of this plant on or about April 1, 1930, and will join with the main plant at Nashua, N. H. Robert A. Brown, general manager, of the Middletown plant, announces that this step is being taken to effect economy in production.

THE American Bread Wrapper Co., Chicago, Ill., manufacturers of paper wrappers for bread and similar food products, is installing equipment for a manufacturing and distributing plant in the new terminal building of the Lehigh Valley Railroad Co., in the Bronx, New York City.

THE plant of the Deerfield Glassine Co. at Monroe Bridge, Mass., is running at full capacity on its two main products, "Plateglassine," the transparent glassine, and "Glassite," the economical glassine. This is a two-machine plant producing over a carload a day. It is equipped with a complete laboratory for testing material before and during the process of manufacture, and a complete testing equipment for determining the character of the products and the comparison with those of other manufacturers.

THE Du Pont Cellophane Company announces the appointment of A. S. Allen to handle the development of Cellophane as a utility material. Mr. Allen replaces F. R. Downes on this industrial development work. Mr. Downes will assume the position of general manager of the Lamcel Products, Inc., manufacturers of laminated Cellophane and fibrous materials, for the millinery, novelty and other fields.

Wilfred E. Lock has been added to the eastern district sales organization, and will succeed Mr. Allen on the Western New York, Pennsylvania, Eastern Ohio territory. Ben Cameron has joined the Technical Service Section, and E. F. Leahy has been added to the Cellulose Cap Division.

THE Autocraft Box Corp. of Delaware has been organized by the consolidation of nine companies to engage in the manufacture of cigar boxes. The output will be 25,000,000 boxes annually. The companies in the merger are: Globe Box Co., Lima, Ohio; Leschley-Meyer Cigar Box Co. of Philadelphia and Hanover, Pa.; Wadsworth-Campbell Box Co., Detroit, and Hopkinsville, Ky.; Wiedman-St. Louis Cigar Box Co., St. Louis, Mo.; Bastian Cigar Box Co., Geise Cigar Box Co., and the Samuel W. Frost Co., all of Cincinnati, Ohio; Chicago Box Co. and H. C. Henschel Co., of Chicago. Officers are Harry W. Buckley, president, and Fred W. Cook, vice-president and chairman.

J D. MALCOLMSON, Division of Design, Robert J. Gair Company, New York City, has been appointed chairman of the sub-committee on Fibre and Corrugated Shipping Cases for the American Society for Testing

Materials. This is a sub-committee of Committee D-10 which is in charge of standard specifications of all types of wooden, metal or paperboard containers.

Recently there has been felt a need for a revision of the container specifications and Committee D-10 will form a common meeting ground for all competitive and non-competitive interests to work out advancements in shipping containers. The society also feels the need for developing nomenclature with definitions of terms used by shippers and the container industry, methods of test, standards of quality of materials and methods of measuring dimensions.

THE Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich., has been awarded a favorable verdict by the United States Court of Appeals, Boston, in a suit alleging conspiracy and involving damages in excess of \$200,000 brought by the Story Parchment Co., of Massachusetts. This decision reverses that of the Federal Court of Boston of one year ago. It was alleged that the Kalamazoo Vegetable Parchment Co., together with the Paterson Parchment Co., Paterson, N. J., and the West Carrollton Parchment Co., West Carrollton, Ohio, had conspired to cause the failure of the Story Parchment Co. through unfair business methods. At the time the case was originally tried in the Federal Court in Boston, president Jacob Kindleberger, of the Kalamazoo Vegetable Parchment Co., stated that there was no conspiracy but that owing to inadequate production facilities the plaintiff had been unable to meet prices quoted by the defendants.

Packaging Machinery Speeds Distribution

(Continued from page 50) the stores. It feeds a precise, steady stream of fuel, the shoes, to these points of consumption at the same time maintaining a steady level of surplus stock.

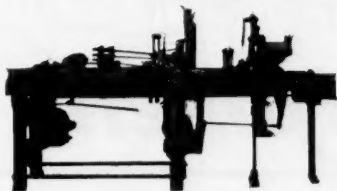
The handling capacity of this enormous carburetor is approximately one million pairs of shoes. Shoes do not constitute all of the ceaseless stream of merchandise that passes through WAM. Hosiery in large quantities is forever on the way to replace the thousands of pairs that the great American public takes away from the stores. Rain and snow keep the demand for rubbers and galoshes at a high level.

In addition to this there is a department at WAM from which the stores receive their supplies—stationery, wrapping paper, twine, books and the hundred and one little articles so necessary to store operation.

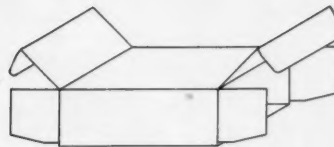
More than a hundred girls help to run the office machinery at WAM. The office is equipped with a sound-proof ceiling, preventing the nerve fatigue caused by distracting noises.

The impression you get at WAM is that of a well-oiled, perfectly timed, smooth running machine which shoots its ever-growing stream of shoes all over the country. WAM is the answer to the modern problem of retail distribution.

THE CONSTANT MOTION CARTONER



AND



THE AIRPLANE TYPE TUCK CARTON

MANY years ago, when neither cartons nor cartoning machines had reached the state of practical perfection which they have since achieved, we saw the necessity for devising a carton especially suited for high speed mechanical packaging. At that time nearly all cartoning was done by hand, and the reverse tuck carton was in universal use.

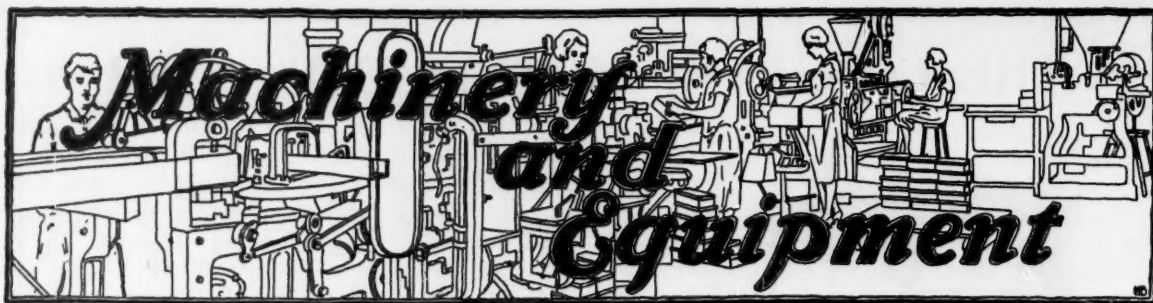
Obviously, it would make for a much simpler and more efficient mechanical tucking operation if both tuck flaps could be placed on the same panel of the carton. This could, of course, be done, but at first carton manufacturers protested that such an arrangement would increase the cost of cartons, because the flaps could not be nested in the layout. We then assisted in working out a form of layout for the airplane type tuck carton in which the glue laps nested in exactly the same way as the tuck flaps were customarily nested in laying out a sheet for a reverse tuck carton.

Coincident with this development, the economy and efficiency of automatic packaging began to attract wide attention. The need for a carton designed for machine production was pressing, and when it became possible to obtain the more efficient airplane type tuck carton at no additional cost, many manufacturers standardized on the improved carton at once. As the superiority of the airplane tuck became more and more apparent with the growth of machine packaging, manufacturer after manufacturer adopted the new carton, until today the majority of the large users of tucked cartons specify the airplane type tuck.

Jones cartoning machines have always been built to handle the airplane type tuck, because the construction required for this type of tuck is simpler and more efficient than the mechanism required to tuck the reverse type carton. It is a well-known fact that a list of the users of Jones Cartoners reads like a Blue Book of the leaders in the mass production of packaged goods, and it is significant that *all* users of Jones Cartoners are also users of the type of carton especially designed for automatic machine production—the airplane tuck carton.

Some months ago, we announced the Constant Motion Carton—*a machine destined to revolutionize automatic cartoning.* All of our hopes and claims for this machine have now been justified. In speed, efficiency, and perfection of work produced, the Constant Motion Carton has proved itself quite beyond competition. One of the features which help to give the Constant Motion Carton its unequalled production speed and efficiency is the simplicity of its tucking mechanism—a simplicity made possible through the use of the airplane type tuck carton.

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

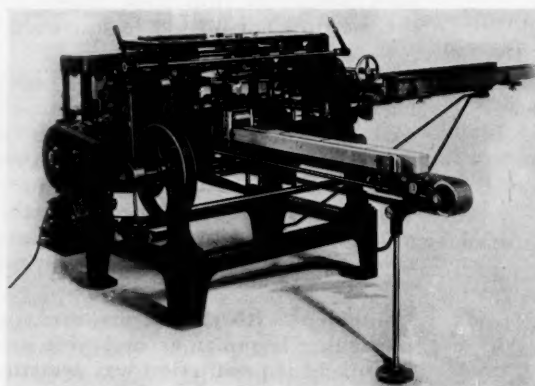


Automatic Wrapping with Glassine Papers*

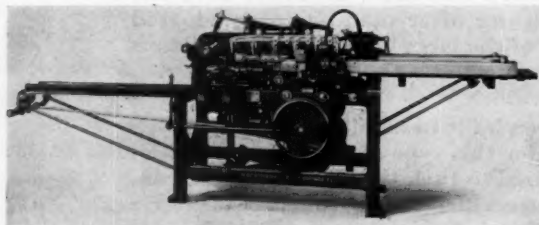
By **PAUL E. KYBURG**
Package Machinery Company

NOT many years ago, soda crackers, coffee, tea, prunes, and other products sold in bulk, led a dull life in the barrels and bins of the merchant's store. They had no name, no trade mark—they were orphans in the world of commerce. They were scooped out into a paper bag when the customer came in to buy. Go into a grocery store now and see these same products on the shelves! Gone are the barrel and the tin scoop, and in their places are the carton and package, hygienically and attractively wrapped, and displaying prominently the trade mark name of the package and the name of the manufacturer.

This revolution brought about an entirely new production problem. The costs of putting up goods in separate packages by hand were prohibitive. The de-



F 2 for wrapping in glassine printed sheets, cellophane or waxed paper without end seals

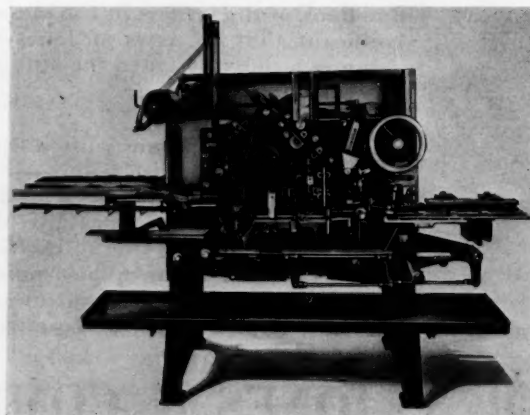


F 5 for wrapping in glassine printed sheets, cellophane or waxed paper and attaching ends

velopment of automatic wrapping machinery followed as a matter of course. The art of automatic wrapping dates back only to 1903, when a machine was built for the Adams Chewing Gum Co., to wrap 20 sticks of gum per minute. The strides made since then in the art can be pointed out by mentioning the fact that the latest type of gum wrapping machines turns out 600 sticks a minute, wrapping and banding each stick, assembling five, wrapping those together, and banding the whole package.

There are three very important reasons for automatic wrapping: economy, appearance, and protection. The

first is obvious; when one machine will do the work of from 10 to 50 girls, it offers great economies in production costs. The second is less obvious, perhaps, but equally indisputable; the attractively wrapped package outsells its less inviting unwrapped neighbor on the shelf. The third has been proved many a time; manufacturers



Model C for chocolate bars, bias tape using glassine or cellophane in rolls and applying printed band

* Article from a booklet, "What's Newest in Packaging and Printing with Glassine Papers," issued by Westfield River Paper Co., Inc. Illustrations, courtesy Package Machinery Co.

When you want the benefit of wide experience

In addition to making machines for wrapping the conventional type package, we are constantly being called upon to provide machines for wrapping products which are odd in shape, delicate in structure, or which have other characteristics presenting difficult problems.

We have learned not only how to overcome the difficulties presented by the nature of the product, but also how to attain the utmost economy of labor, material and floor-space.

In dealing with the Package Machinery Company you will find a sympathetic understanding of your merchandising problems as related to the package—experience has taught us how to create *packages that sell*.

When you have a wrapping or packaging problem, bring it to us.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts
New York Chicago Los Angeles
London: *Baker Perkins, Ltd.*



A mere handful of the hundreds of different products which are wrapped on our machines.

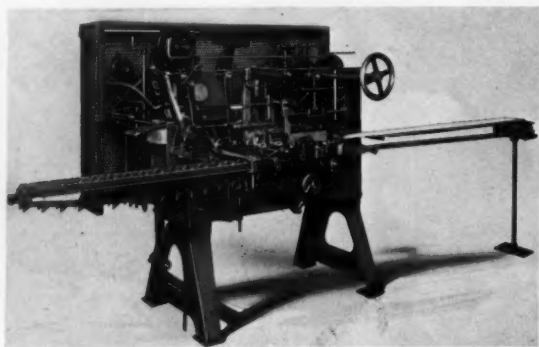


PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

of candy, tobacco, biscuits, soap, pharmaceuticals, and many other products have learned that proper wrapping insures the delivery of the goods to the consumer in the same condition in which they left the factory. Wrapping protects the contents of a package from dust, the extremes of atmospheric conditions, and from prying fingers.

Early in the development of packaging, it became apparent that glassine paper was, in many ways, ideal for



G. H. irregular shaped bars wrapped in printed glassine wrappers fed in sheet form to insure proper registration

machine wrapping; it was inexpensive and it filled the bill nicely as to the requirements of appearance and protection. The tobacco industry was one of the first to use automatic wrapping machinery with glassine as the wrapping material. Almost all the leading brands of cigarettes have a glassine wrapper over the package, and hundreds of machines are now in use on cigarettes alone.

The advantages of glassine wrapping were quickly realized by other industries, and a demand for wrapping machines to use glassine sprang up. This had been foreseen by the wrapping machine manufacturers, and they were ready with a number of models for packages of various sizes and shapes. A complete list of articles now being wrapped in glassine on automatic wrapping machines would be long and imposing. We are all more or less familiar with glassine wrapped packages of biscuits, candy bars, cup cakes, marshmallows, chocolates, cigarettes, coffee cartons, cold cream cartons, cough drops, crackers, lard cartons, peanut bars, playing cards, razor blades, stick candy, smoking tobacco, tooth paste cartons, and so forth and so on, and there are many, many other commodities enjoying the sales advantage of automatic machine wrapping in glassine.

Many different types of machines have been built for wrapping these different types of packages. For the most part, these machines are built for one size and one type of wrapping only, although certain types are more or less flexible. Some types are faster than others, but an average speed of all types would be about 100 packages per minute. There are belt feeds, chain feeds, hopper feeds, belt discharge conveyors, brush discharge chutes (horizontal and vertical), roll paper feeds, sheet paper feeds, one, two, and three piece wrappers, machines that seal by glue, machines that seal by heat, and many,

many combinations of these. These machines are equipped with many automatic devices which make them almost foolproof. All machines are equipped with automatic paper stops, a device permitting paper to be fed into the machine only when there is a package in place to be wrapped. This allows the machine to be left running continuously without its becoming choked up with wasted paper when there is a break in the line of incoming packages; where the machines are fed automatically from preceding equipment, supervision is thus practically eliminated. There are, on certain types, suction end seal feeds, which feed and seal only when there is a package in position to receive them. Automatic knock-outs to prevent smashing the machine in the event of a jam are standard equipment. In the case of heat sealers, the hot plates are kept at a constant temperature by thermostats. There are also devices to prevent burning or scorching any packages left in the machine, should it be stopped for any reason. Certain types have been built without cams, a remarkable development which makes for long life. These, and other features too numerous to mention, make wrapping truly automatic, and reduce the human element to practically nothing.

As new uses for glassine wrapping appear, as they do constantly, it will be necessary for the wrapping machine manufacturers to develop new machinery to keep the cost of wrapping down where it is profitable. Such needs are anticipated as far as possible, and the development of new types of wrapping machines is as much a part of the program of the wrapping machine manufacturers as is the constant refinement, simplification, speeding up, increasing the efficiency, and general improvement of existing models. New problems are welcomed by the builders of wrapping equipment, and it is their desire to furnish fast, reliable machines for wrapping all kinds of packaged goods in glassine paper.

Transparent Wrappings for Vegetables and Flowers

A recent survey of packaging in Holland, made by the Paris office of the Du Pont Style Service, shows an extension in several lines of the use of transparent wrapping material.

"Holland does an extensive export business in fresh vegetables," says P. H. Chase, manager of the Paris office. "These are grown under glass and are sent principally to Scandinavia and also to the north of Germany. Among these vegetables are cauliflowers and tomatoes which are important items. Recently growers have been wrapping cauliflowers in Cellophane bearing their names and brands. It has been found that vegetables thus wrapped bring better prices, especially in Scandinavia. Tomatoes are packed in small cases and are wrapped in red Cellophane, the results of which have also been excellent.

"An extensive export business is also done in fresh flowers, principally lilac, roses, tulips and hyacinths which are grown under glass in the vicinity of Haarlem and Amsterdam. These flowers are packed in the morn-

CONSOLIDATED PAPER CO.'S MODERN PACKAGES

Your

FOR

MERCHANDISE

Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

CONSOLIDATED PAPER CO.,
MONROE / MICHIGAN

**STOKES & SMITH POWDER
FILLING MACHINES AT THE
HENRY TETLOW PLANT**



**SPEEDY... ACCURATE...
NEAT and MODERATE
IN COST—IN OTHER
WORDS...SATISFACTORY**

NOTHING but the best can satisfy manufacturers who produce the best type of product. In the Henry Tetlow plant, as everywhere else, the best in filling machinery means Stokes & Smith equipment.

The Stokes & Smith Powder Filling machines in the Tetlow Plant have given complete satisfaction ... accurate ... neat and ever so speedy ... they fill the bill in every detail.

You, too, will be satisfied with Stokes and Smith equipment whether you fill talcum or cheese, cocoa or one of a hundred other products.

*FILLING MACHINES—
CARTON SEALING MACHINES—WRAPPING MACHINES*

STOKES & SMITH COMPANY
PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.



FRONT OR BACK—

FRONT or back, the "AUTO-PACK" looks like a real machine...a machine able to perform all the work you heap upon it...without strikes...without grumbling...without trouble.

Yet each "AUTO-PACK" is far more than merely a good tool. Placed in your factory it is a constant watchdog guarding your costs...and cutting them to the bone. Most economical of packaging machines, it performs every sealing and filling operation *automatically*...the attendant being only a watcher...not a part of the machine. Sixty packages per minute...over eight million a year... on a single "AUTO-PACK" and yet at a cost of only forty-eight cents per *thousand*.

Front or back, the "AUTO-PACK" is a real worker...one you ought to have.

Automatic Packaging Machinery Company

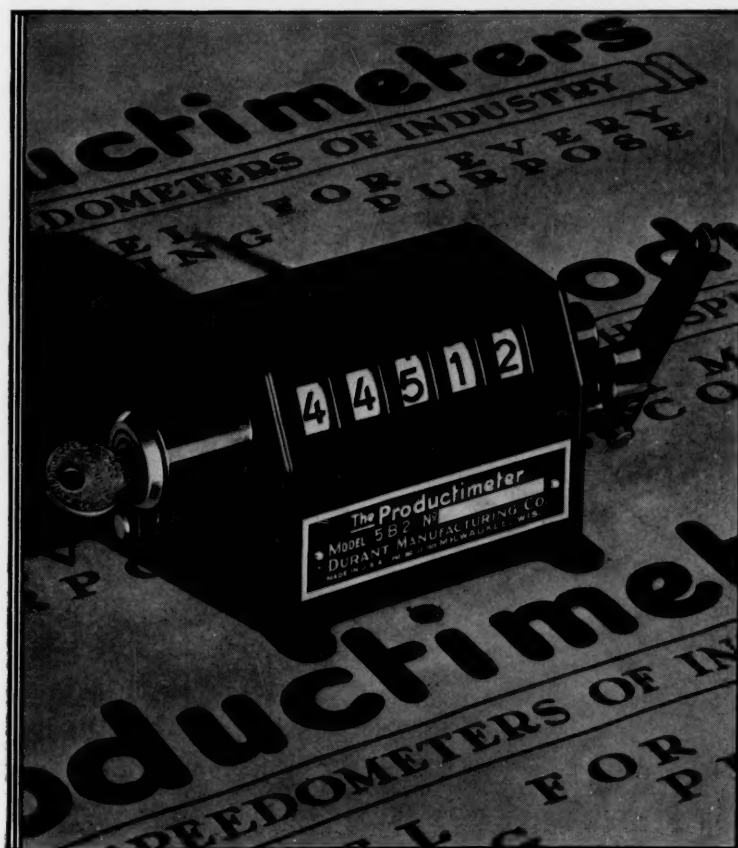
Nashua, N. H.

■ Selling Agents

Gibbs Brower Co.

261 Broadway, New York, N. Y.

ANOTHER "AUTO-PACK"



They "tell on" your Machines

PRODUCTIMETERS recording daily volume on important production machines tell you quickly and plainly what these machines are doing. They make it easy to figure exactly the ratio of raw to finished product, determine costs, discover faulty or underproductive units, estimate container requirements and other important production control data.

Built in various models—to fit washing, filling, sealing, packaging machines, on conveyor systems, box and package making machines; to count cases, boxes, bottles, cans, jars, cartons, barrels, packages of every size and style. Model illustrated is Productimeter 5B2, general service counter which can be locked against unauthorized resetting.

We assist you to make proper installation. Write for complete information and tell us what you wish to count or check.

DURANT MFG. COMPANY
625 Buffum Street,
Milwaukee, Wis.

Representatives in Principal Cities

Productimeters

THE SPEEDOMETERS OF INDUSTRY

ing and sent by air to Scandinavia where they are delivered the same day. Recently growers began to wrap them in Cellophane which, they state, improves the appearance of the product so much that its use is spreading widely."

Mr. Chase also states that a large proportion of the cake and ginger bread manufactured in Holland is wrapped in the same material, as also are cigars. He pointed out that Holland is in a highly competitive market and that, therefore, growers and merchants are keenly alive to any new method of presenting their products attractively which will enable them to sell more easily.

Paper Milk Containers

OVER thirteen months ago paper milk bottles were introduced in New York City by one of the largest distributors of dairy products. Since that time it is reported that over 4,000,000 have been used by this company. Recently the largest milk distributing company in the world has commenced to deliver its first milk in this type of package.

The first milk deliveries in this form in 1929 were to 44 stores. The container was put on sale alongside the glass bottle, and customers got whichever they asked for. There was no sales campaign to "push" the new product. Despite that fact, the public favored it to the extent that Sheffield Farms is now delivering in sealcones to 1500 stores.

During the year, however, the packing of milk in this way was an experiment. It is the successful ending of the experiment and the establishment of a fact which the milk trade sees in the present adoption of sealcones by Bordons Farm Products Co., Inc. Between the two, it is estimated that 40,000,000 of these packages of milk will be consumed in 1930.

This container has found favor with the public, its sponsors explain, because of its sanitary features, its elimination of cash deposits on bottles, its elimination of the need to wash bottles and its simplicity and safety in handling.

Actually, this development comprises more than a mere container for milk. Sealcone is a system rather than a package. It is made right in the milk distributing plant, paraffined, filled, hermetically sealed, and stamped with the date. The machinery is of the continuous process type. The containers, being cone-shaped, are packed in cases so that they alternate, half being right side up, half being upside down. This secures a saving of half the space previously necessary. Their lightness and durability are other features. During the past year, they have in actual usage successfully withstood extreme heat and freezing without damage in either case.

Designing the Glass Container

(Continued from page 37) that, like all advances, the production of the modernized glass container has its problems. These problems must be solved, and are

being solved by glass factories that have given intensive study to them during the last few years. Their solution has been the reason why certain brands of merchandise have within recent months been out-selling competitive brands of perhaps equal value.

COSMETIC producers had already blazed the way before the food packer awoke to the fact that art in the container was a factor in building sales. This fact may still be doubted by a number of packers, some of whom have considerable influence. But there has already been sufficient experience to prove that a large part of the food-buying public will give preference to food packed in a more pleasing container. It seems only a question of time until practically all leading good brands that can be packed in glass will be using containers of the newer and more pleasing type. The change would have come sooner had it not been for the fact that in the early days of machine glass production, the sole thought was to produce packages that would fit the limitations of the machinery that made them. A jar or bottle that could be made rapidly and inexpensively seemed to fill every requirement.

The latest trend is still to fulfill these requirements and in addition to give the housewife a beautiful container—one that will awaken a responsive chord. In other words, the designing of glass containers is following along the same path which has been followed in the designing of homes, which today must be artistic as well as comfortable; and in the designing of motor cars, which are now being selected more from the standpoint of beauty than from any real understanding of how they differ mechanically, one from the other.

The illustrations which accompany this article show a few of the new containers recently developed by the Turner Glass Corporation. The design of these containers is the work of Walter Dorwin Teague, at present engaged in creating modern designs for various industries.

Trade Catalogs

Under the title "The Finishing Touch," the National Adhesives Corporation, New York, issues an attractive little booklet which sets forth the merits and uses of Mikah adhesives as applied to food product labels and packages. The illustrations are half-tones which show nationally known products such as Campbell's soup, Snider's, Lipton's, Libby's, Premier and Ritter's foods. The booklet is printed in two colors, on india stock, line-cut decorations being used to supplement text and illustrations.

An unusual treatment, and a most attractive one, is given a brochure recently issued by the Pneumatic Scale Corporation, Ltd., of Norfolk Downs, Mass. In response to the title, "An Interview in Which We Answer Three Questions," the company has presented a convincing and entertaining series of statements that show pictorially and numerically the utilization of packaging machinery manufactured by the company.

There Is No Substitute

What package paper permits no substitute?
Discriminating paper buyers have, for
years, been choosing papers designed and
created by Louis Dejonge & Company.

The reason? — Merely this — they have
found the highest standard of excellence
rigidly maintained, both as to originality of
design, and quality of paper.

This continued use of Dejonge Papers by
leaders of the industry is proof positive that
we have successfully maintained the high
standards which have ever been our major
claim for patronage.

LOUIS DEJONGE & COMPANY

Philadelphia

New York

Chicago



WALDRON



machines for advanced designs on paper

To insure a suitable variety of patterns, striking appearance and increased salability of box papers, utility wraps and glassines, there is nothing makes more certain of finest results than the combination of Waldron Rotary Embossing Machines and Waldron Quality Paper Rolls. Accurate proportioning of both machine and roll in reference to each other is the fundamental reason for the superior class of products produced with Waldron equipment.

With over a century of experience in paper converting, our engineering staff can offer you helpful suggestions in connection with your embossing requirements. Write for bulletins.

Upper—A Waldron High Speed Embosser equipped with inking attachment.

Lower—A Waldron Paper Roll—for Longer Life, Lower Cost.

JOHN WALDRON CORPORATION

Main Office & Works—NEW BRUNSWICK, N. J.

LEPAGE'S ADHESIVES

C. S. 700

YOU'LL say it's a perfect gum—for the operation of the Stokes & Smith Package Tight Wrap Machine. Economical, Clean and Stainless. Five hours' operation showed only two imperfect wraps. Production 30% greater than other gums. Will not "gum-up" machinery. You be the judge—we'll send you a barrel on approval.

RUSSIA CEMENT CO.

Most Complete Line of Adhesives

Gloucester, Mass

New York

Chicago

San Francisco

Your Filling Station

for

COLLAPSIBLE TUBE PRODUCTS

IF you have any products that can be marketed in tubes, let us do the filling and packaging for you, *at less cost than you can do it yourselves*. No expense to you for costly machinery—no worries about labor or production. Simply send us your products and we deliver your tubes completely packaged.

We have modern equipment for filling tubes, and low overhead costs. Our expert facilities are backed by a reputation of 14 years.

Send us a sample of your product and let us quote you prices on filling and packaging.

THE TRADE LABORATORIES, INC.
NEWARK, NEW JERSEY

The three questions are as follows: "What experience have you had? Who are your customers? What can you do for me?" The booklet is beautifully printed and profusely illustrated with excellent half-tone and four-color process illustrations. The latter include actual color reproductions of nationally known packages.

"DESIGNS FOR BAG PRINTING" is the title of a timely brochure issued by the Union Bag and Paper Corp., Woolworth Building, New York City, which is worthy of careful study by every retailer who uses paper bags. The book contains 100 designs for paper bags or "Advertising Model Forms" incorporating complete, attractive retail advertisements. The completed job is shown on the regular bag stock, thus giving the merchant an exact picture of the bag as it will go out to his customer.

Designs produced by this company have been offered to the retailer for about thirty years and have met with such general acceptance that the present edition adds the feature of special price consideration to merchants who use any of the model forms without special type-composition.

The foreword states that a new edition of up-to-date designs will be brought out as fast as the present collection is exhausted by the trades. A closing word to company salesmen regarding the selling of Union paper bags in general points out the importance to the retailer of the use of advertising on his paper bags. By the expenditure of a small additional sum he secures the services of experts in the art of bag advertising. This is not to be overlooked, for blank bag space is wasted advertising space and wasted advertising space means wasted business opportunity.

Has Farm Relief a Packaging Sequel?

(Continued from page 40) wisdom of commodity alliances in distribution. The board concedes that not all agricultural commodities are produced in sufficient volume nor distributed continuously enough to support a separate national selling organization. So the board has already suggested informally that, lacking a full stride in distribution, the producers of one line may find it advantageous to combine with some other cooperative

group selling to the same class of trade a non-competitive product. From such a partnership in distribution it might be a short step to the two-compartment or three-compartment packages, re the "complete dinner" idea.

Quality of Greaseproof Papers

(Continued from page 29) first signs of the turpentine have penetrated through the greaseproof paper being tested to the white sheet below.

While the test is being conducted, a careful observation on the mirror below should be made to determine the first signs of penetration. After the first signs of penetration, others will follow and these different penetrations should be noted on the test chart. In making this test, fairly uniform room conditions as well as humidity should be observed. These tests can be made with an ordinary watch or stop clock.

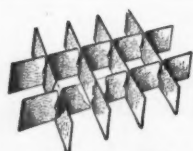
A sheet of greaseproof paper that will resist penetration of turpentine, using the above test, from 5 minutes and over on 25-lb., 7 minutes on 30-lb., 12 minutes on 35-lb. and 12 to 15 minutes on 40-lb., may be considered to have excellent grease-resisting qualities.

The Package of the Month

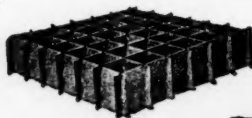
(Continued from page 32) tention through its color contrasts and the high degree of legibility of the type face. Grouped, the packages make an impressive window or counter display, and they are easily handled behind the counter. Then, too, there is the element of economy for the dealer in that the merchandise, due to the protection of the package, is not soiled through handling.

There is a high degree of advertising value because the package tells on its front cover that this garment is made in a variety of colors and it also impresses upon the mind of purchaser the trade name of the product. A shirt wrapped in a piece of brown paper is just another shirt, whereas a shirt attractively housed in a conveniently carried package is a piece of merchandise which is conducive to repeat orders.

Thus the package serves a twofold purpose—it simplifies the masculine purchasing problem and solves the display and stock problem of the retailer.



How Much Do Your Partitions Cost ?



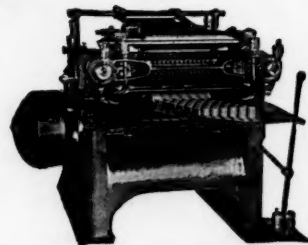
Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.
All sizes of partitions completely locked—will not fall apart.
One man operation.
Speedy, efficient and economical.
You can reduce the cost of your partitions by its use.
Full particulars on request.

PARTITION MACHINERY, INC.

569-589 E. Illinois St.

Formerly Self-Locking Machine Co.
Cable Address: SELF-LOCK, CHICAGO

Chicago, Ill.



AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

WHEN your artistically
wrapped packaged
goods are put into their
corrugated shipping con-
tainers, that highly im-
portant factor of *sealing*
securely is made absolutely
certain with



They work perfectly in every
type of case sealing machine,
gripping tightly and perma-
nently. Also wholly efficient
in holding southern kraft and
other difficult stock.

Other Mikah Adhesives:

WRAPPING GUMS
BOX MAKING GLUES
LABELING PASTES
BOTTLE LABEL GUMS
TIN PASTES

**NATIONAL
ADHESIVES
CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

SET-UP BOXES

FOR YOU



FOR PROFIT

"THE great trouble [with
most set-up boxes,"
said one of our customers,
"is not alone a lack of defi-
nite designing of the boxes,
but also the high cost in re-
lation to the value of the
merchandise."

That's true, isn't it? An in-
expensive article must look
well on display, and protect
its merchandise. STAR
Boxes do this, and at a cost
that will allow your product
ample profit, too.

Price is considered—because
we're aware of the situation
in packaging that faces most
manufacturers, namely, that
of getting the finest package
for the money—and of mak-
ing every possible saving of
cost.

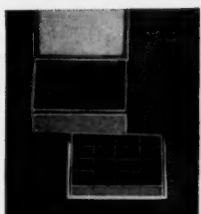
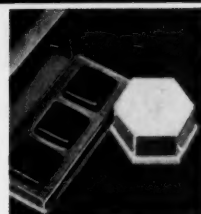
We will be glad to figure on
your boxes or suggest new
designs.

◆
If you are faced with
the problem of new
packaging for an old
product, or of pack-
aging a new product,
won't you let our mer-
chandising service de-
partment lend a hand?
No added expense to
you, and you'll get the
kind of packaging you
need.

STAR PAPER BOX CO.
INCORPORATED



MANUFACTURERS OF
PAPER BOXES
458 N. Hermitage Avenue
CHICAGO



Pioneers in the Design and Manufacture of
SIMPLIFIED PACKAGING MACHINERY

CARTON SEALERS—AUTOMATIC WEIGHERS—FILLERS—PACKERS, ETC.

Outstanding Features—

TOP AND BOTTOM CARTON SEALER—

No carton forms
Extreme flexibility and ease of operation
Skilled mechanical attention unnecessary
Waste of product and carton eliminated
Will seal all size cartons

FILLERS—

Incomparable in simplicity and production
Will handle dry products ordinarily requiring elaborate, special equipment

AUTOMATIC WEIGHERS—

Perfect feeding mechanism
Accurate weights at high speed
Greater range

PACKERS—

Sturdy construction
Fewer moving parts
Less expensive

*A new principle in design—
A new era in Packaging Machinery*

TRIANGLE PACKAGE MACHINERY CO.

39 Cortlandt St., New York

416-420 W. HURON ST., CHICAGO

443 So. San Pedro St., Los Angeles

UNIFOIL is a covering paper made of real metal . . . sparkling and rich in appearance . . . flexible and easy to handle. Offered in a wide range of colors and embossings. Write for booklet, working-sheets and prices.

MASTER METAL

**UNIFOIL
BOX COVERS**

*"for better boxes
for better goods"*

REYNOLDS METALS CO., INC.
LOUISVILLE, KY.

212 Fifth Ave., New York

345 Ninth St., San Francisco



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED
TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN
IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY

CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON

... for Vinegar

This special acid-resisting U. S.
Siphon Filler Equipped
with PFAUDLER acid-resisting
enamel tank . . . Filling tubes
are 99% pure nickel . . . guar-
anteed to give continuous ex-
cellent performance in vinegar
filling

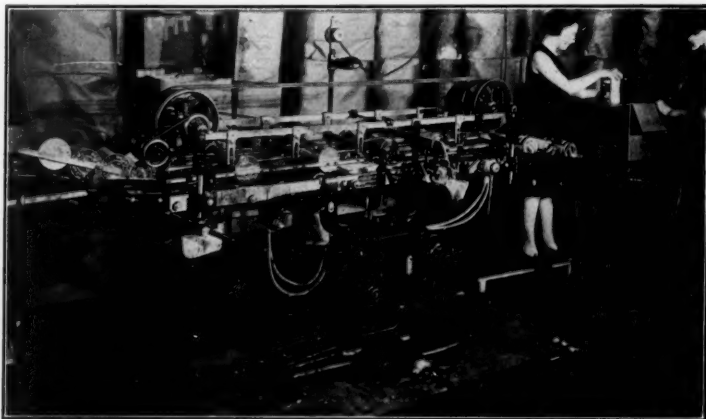
Special Style No. 10 is priced at
\$275.00. Write at once for com-
plete description.

U. S. BOTTLERS MACHINERY CO. BOTTLING & PACKAGING ENGINEERS

4015-4031 NORTH ROCKWELL STREET
CHICAGO



OF COURSE IT'S A BURT LABELER



THE machine in this picture is busy . . . it has a plant back of it which won't stop . . . and a row of orders in front of it that won't let it stop. Of course, the question of stoppage . . . of repairs . . . of imperfections slowing up the line . . . is entirely irrelevant because the machine is a Burt Labeler. Burt Labelers are in use wherever steady constant production is demanded . . . and Burt Labelers are giving exactly the type of service that is expected of them.

BURT MACHINE COMPANY

MAIN OFFICE and PLANT, BALTIMORE, MD.

Sales Offices: New York, Chicago and San Francisco
London: C. S. du Mont, Windsor House, Victoria St., London, England



ON THE OCEAN FRONT,

The Breakers ATLANTIC CITY N.J.

PREFERRED—

In all seasons by those who know and wish the best upon either the American or European Plan.

Sensible Rates Withal!

HILLMAN MANAGEMENT

Now Open in New York The HOTEL GOVERNOR CLINTON

OPPOSITE PENNSYLVANIA R. R. STATION

New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.

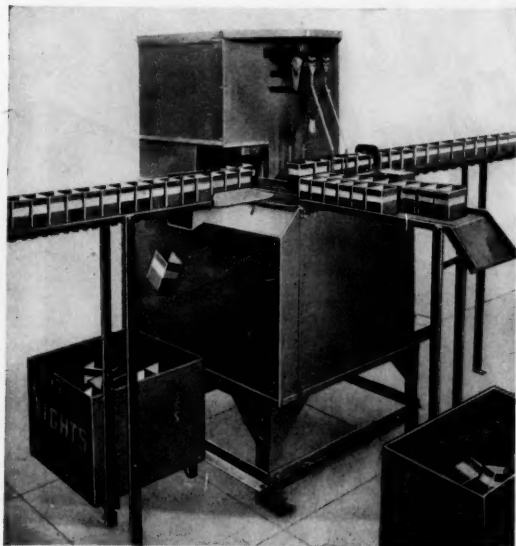
Rooms
from
\$3.00

General Manager
E. G. KILL,

31ST STREET

7TH AVENUE

Are you throwing dollars away?



IF you fill more than full net weight you are throwing profits out of the window... needlessly. The Merrick Sorting Scale can eliminate this seemingly small leak which runs into thousands in a year...eliminate it by removing the container before filling or after filling, thus indicating a needed correction in the filling machine.

It will work with an allowable tolerance of five grains at a speed of thirty to sixty containers a minute, rejecting both over and under weights.

Eliminate the one *big* leak in your business. Employ the Merrick Sorting Scale and let sixteen ounces really equal a pound.

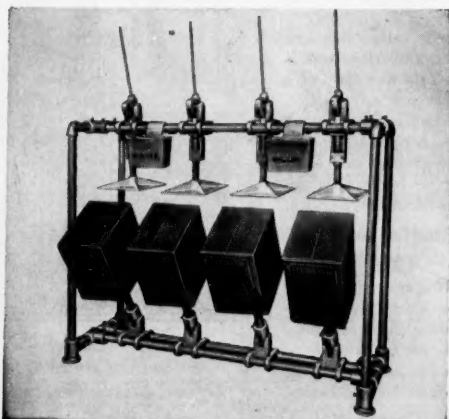
MERRICK SCALE MFG. CO.

182 AUTUMN ST.

PASSAIC, N. J.

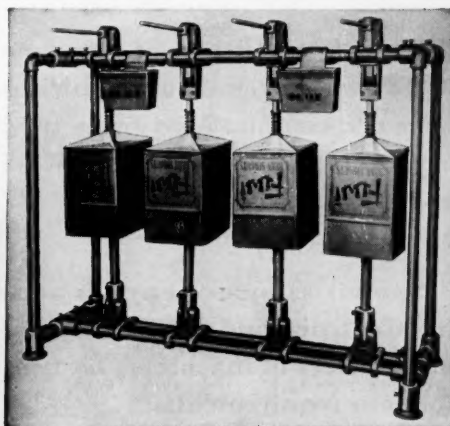
Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed

Leased on
Yearly
Rental
Basis—or
Sold
Outright



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

HARMON SEALER, Inc.

4017-19 West Lake St.

Chicago, Ill.

Cannon Supply Co.,
Salt Lake City, Utah

Agents

King Sales & Engr. Co.,
San Francisco, Cal.

Specify

*Gaylord
Liners*

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

I N M A N
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.

**THE
WORLD'S
TALLEST
HOTEL**

**New Addition
Gives MORRISON
2,450 Rooms**

Chicago's

MORRISON HOTEL

COR. MADISON and CLARK STS.

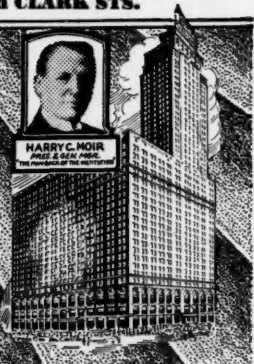
Already the tallest hotel in the world, the Morrison is destined to become the world's largest and tallest. A new addition, containing 500 rooms, is now under construction—made necessary by an ever increasing demand for Morrison Service.

**Radio Set
in Every Room**

No effort is spared to make each guest's stay most pleasant. Rooms rent for only \$2.50 up, yet every room is outside with bath, running ice-water, bed-head lamp, telephone, Servidor and radio set.



HARRY C. MOHR
PRESIDENT OF THE MORRISON HOTEL



**Nearest Hotel
in the City to
Offices, Stores, Theatres
and
Railroad Stations**

There is no Substitute for Experience!

BEN FRANKLIN

The knowledge gained by more than fifty years EXPERIENCE is used in making "U. S." Labels and Folding Boxes that help sell goods. "U. S." packages speed up production because they work right on automatic machines.

Proper packaging is among the most vital of merchandising problems. "U. S." salesmen are experts on all matters pertaining to labels and folding boxes.

Let us be your package counsellors.



BRAND NAMES

The Courts have decided that brand names and trade marks are valuable property that deserves to be protected. It is unsafe to adopt a new brand without first making a thorough investigation.

Consult our Trade Mark Bureau. The service is free.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI BROOKLYN BALTIMORE
110 Beech St. 101 N. 3rd St. 28 Cross St.

COLOR PRINTING HEADQUARTERS

Three reasons why
you should use

SilverStitch

Reg. U. S. Pat. Office

1. Its accuracy in temper, width and thickness assures smooth running in the stapling machine and uniform, clean-cut staples.
2. The galvanized finish resists rust much longer than the ordinary copper-wash coating and eliminates rust spots on inside containers.
3. Continuous length (one-piece) five and ten pound

coils permit uninterrupted production.

A sample coil of SILVERSTITCH, which we shall be glad to mail to you free, will show why SILVERSTITCH is growing so popular. Send for it today.



ACME STEEL COMPANY

General Offices
2832 Archer Ave., Chicago



FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.

121 CHAMBERS ST. ST. LOUIS, MO.

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YOUR tubes can be your best advertisement. If they are made by Wirz, you can rely upon the utmost in container advertising and package protection. For tubes that are as good as your product, consult Wirz.

A. H. WIRZ, Inc.

CHESTER, PA.

NEW YORK OFFICE
Carbide & Carbon Bldg.
30 East 42nd Street

CALIFORNIA OFFICE
1231 East 7th Street
Los Angeles

CHICAGO OFFICE
Railroad Exchange Bldg.
Jackson & Michigan



Facts are stubborn things

WHEN you visit our Research Division at Maywood, Illinois, we think you'll be surprised with what you see there—but, more than that, impressed with *what you feel*. You'll come away with a sense of having been where history is made.

Of course, if you're looking for hustle and bustle, you're in for a sad disappointment. You've got to be behind the scenes to get a taste of the thrills. But perhaps you'll open the doors of three or four of the laboratories—and then is when you'll get that feeling that's so very hard to describe.

A forest of glass—of tubings

and bottles—and the hush of an empty room. And over there by the window a figure working alone. Tomorrow, and tomorrow . . . a week . . . a month . . . who can say how long it will take? But when his experiments are ended and that job is done, it may mean another milestone in the development of industry.

Perhaps he is pioneering in some very important field. Perhaps he is wrestling with a problem that has baffled more than one manufacturer.

But if trained minds and endless patience have any virtue at all, the solution will be found some day . . . perhaps tomorrow.

Whether they tackle some specific problem for you as an individual manufacturer—whether they work out new and better ways to pack the products of an entire industry—the men of the Research Division with their knowledge and experience and eager cooperation can be of inestimable profit to you.

It is part of what we mean when we say there is far more to buying containers than just the containers themselves.

**- AMERICAN -
CAN COMPANY**

